JULY 13, 1942 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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JUL 13 1942
DETROIT

WOR is carrying more women's service programs today than any other station in New York.*

More specifically, this type of program is being listened to in 107% more New York homes today than before the U.S. entry into the war.

ERGO: Wise timebuyers and advertisers who are investing their money in WOR's women's shows today are GETTING TWICE THE AUDIENCE AT THE SAME LOW PRICE!

WOR

**shows such as—Bessie Beatty, Pegeen Prefers, Claire Wilson Reports, Martha Deane, etc.*

XUM

"THAT'S THE GUY WHO SHOULD BE CARRYING THE MAIL TO WLS!"

EVEN Old Man Atlas would get tired toting WLS' mail. There's just so darned much of it. Of course, we like it! And our advertisers, too, like the response from their WLS programs. For instance, one advertiser (a newspaper, incidentally) received 26,328 letters in nine weeks from their WLS broadcasts—each with a coupon clipped from the publication. And they used an established WLS morning live talent program. Seems it's always like that. Because WLS talent has such a ready acceptance among listeners . . . because we know what listeners want to hear—*WLS Gets Results!* We have scores of advertisers' success stories in our files. If you want to hear any more, ask us . . . or ask any John Blair man.

WLS

CHICAGO

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY,** PHOENIX, AND THE ARIZONA NETWORK — **KOY** PHOENIX • **KTUC** TUCSON • **KSUN** BISBEE-LOWELL

IMOGENE WOLCOTT
of First National Stores

MARJORIE MILLS
Household Hour

CONNIE STACKPOLE
"New England Cupboard"

RUTH MOSS
Women's Interest Program

* * * *

New England's four outstanding women radio personalities who command loyal, responsive audiences of homemakers.

IT is The Yankee Network show window, and the largest of its kind. In Boston, alone, the key station, WNAC, has more food accounts than all other Boston stations combined.

While this situation has prevailed for a long time, in the light of present conditions, it is particularly significant to sponsors who want to reach an audience where food sales for home use reach a total of well over $900,000,000 annually, or 11.5% more than the average for the United States.

The Yankee Network's position in the food field is the result of constant cooperation with retailers and wholesalers. For example, the network has active members in the Food Broker's Association of Boston.

Leading advertisers have found, by profitable experience that the 20 hometown stations of The Yankee Network give the only complete coverage of all key buying centers, plus the high degree of acceptance which moves goods day in and day out. Are YOUR products in The Yankee Network's show window?

ACCEPTANCE is the YankeeNetwork's FOUNDATION

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON, MASS.

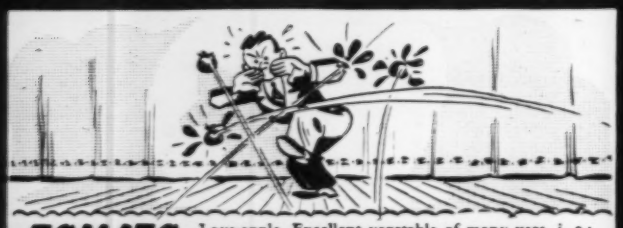
EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

Pri-mary Read-er for Time Buy-ers

PEAS That specified in the folk expression, "As Alike As Two Of In A Pod." Common leguminous vegetable. Very plentiful on Nebraska farms, which sell them for no end of money.

STRING BEANS A vegetable not popular with all people. But those who like them, keep Nebraska farmers humping to supply enough to go around. There's big dough in bean raising. (Ask any farmer).



TOMATO Love-apple. Excellent vegetable of many uses, i. e.: salads, missiles, etc. Singularly profitable item to raise, which is why so many Nebraska farmers raise them.

LETTUCE

Colloquialism. Another name for the stuff Nebraska farm men and women are anxious to trade right now for the products you offer. To simplify your selling job, just furnish the goods and let KFAB do the talking. KFAB *knows* farm men and women. They know and like KFAB. You *need* this station, to do a complete selling job in the farm markets throughout Nebraska and her neighboring states.

KFAB LINCOLN, NEBR.

FOR CITY LISTENERS, use **KOIL** OMAHA

DON SEARLE, GENERAL MANAGER
ED PETRY & CO., INC., NAT'L REP'R

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 23 • NO. 2 JULY 13, 1942

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Subscription $5.00 a Year • Canadian and Foreign, $6.00
Published every Monday, 53rd issue (Yearbook Number) Published in February

XUM

THE Fifth ESTATE

THE NEW MARKET

SOMETIME, in the life of every advertiser, the problem of new markets rears its ugly head.

"What can we do?" he asks, "We've invaded every market . . . told our story to 130,000,000 Americans."

"Yes sir, J. P.," chirps a V. P., "that's all there is, there isn't any more."

To those who entertain that delusion, we offer this . . . If you started counting the noses of people who have never heard of your product . . . counting one every 30 seconds, you would count forever. Not, mind you, for ten years or ten million years . . . you'd count forever.

That's because two million babies are born every year. Counting one every 30 seconds would only be 1,051,200 a year.

New markets! A million boys look at rings for a million girls who look at wedding veils every year. New markets! A million boys wear their first ties every year for the benefit of a million girls who don their first high heels.

New markets! There'll always be new markets because you're not advertising to a grandstand, but to a parade always on the move . . . with two new ears, every 30 seconds, that have never heard your commercial.

From this you can see that your sales story, written when Harding was President, can be mighty effective and entirely new to many prospects.

« « » »

WSM is proud that so many of its clients have seen the wisdom of advertising consistently and regularly . . . through boom times and depressions to the ever changing American Market.

HARRY L. STONE, Gen'l. Mgr. NASHVILLE, TENNESSEE

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES EDWARD PETRY & CO. INC.

Have you heard

It begins with a company called the Pet Milk Sales Corporation that manufactures a very fine brand of irradiated evaporated milk.

Pet was getting along splendidly without any radio advertising at all. Its sales figures were excellent.

Then in 1933, Pet began to experiment modestly with radio —$26,418 worth of CBS time out of $358,632 spent for consumer advertising. That year Pet's sales were $15,682,833.

XUM

ard the one about Pet 'n' Mike ?

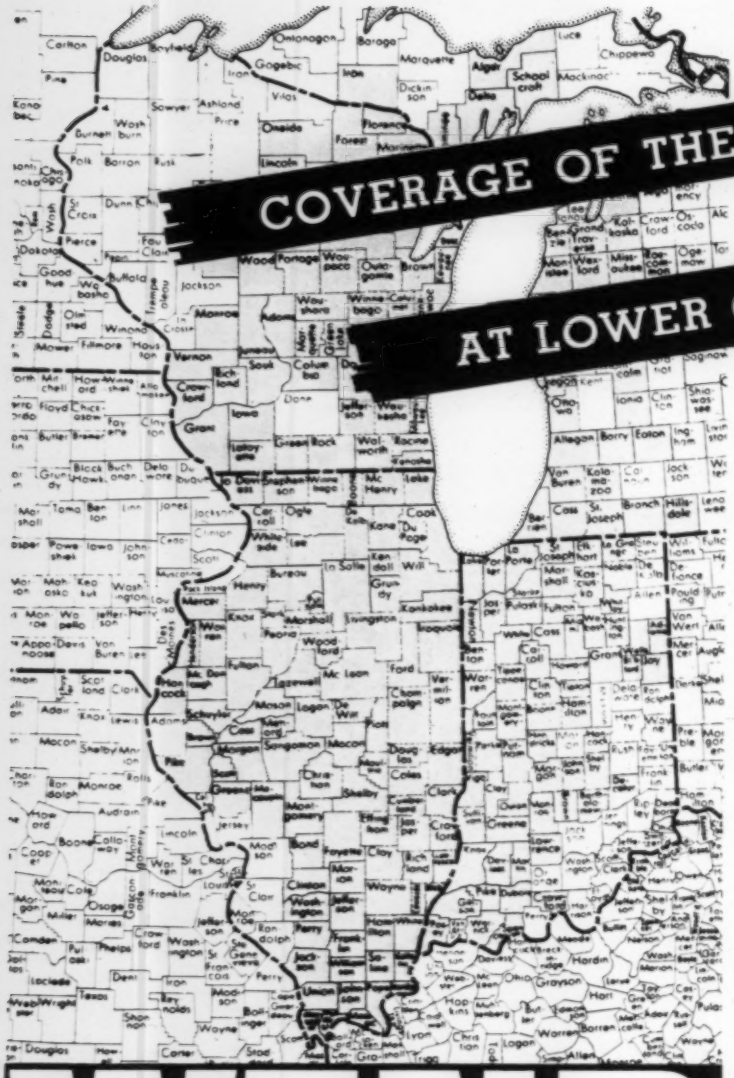
Next year, Pet increased the CBS appropriation to $161,054, and upped its other advertising expenditures. Sales increased almost $4,000,000.

In 1935 and 1936, however, Pet decided to depend more and more on radio, less and less on other media. And still sales went up. Finally, in 1937, Pet staked its entire consumer budget—$537,094—on radio, nearly all of it on CBS.

Bold, you'll say? But it worked—sales jumped $4,500,000.

And from 1937 on, Pet's confidence in radio and CBS has grown even stronger. Domestic sales, eliminating war and government contracts, have climbed another $11,972,517 to the highest peak in Pet Milk's history—$41,675,111—an increase of 166% since Pet first met "Mike."

COLUMBIA BROADCASTING SYSTEM



COVERAGE OF THE MIDWESTERN MILLIONS*

AT LOWER COST PER THOUSAND!

More than 12,000,000 people live in WENR's primary station area, which includes some of the wealthiest industrial and agricultural regions of the country.

WENR covers this area at surprisingly low cost. The "All-County Census of Radio Listening"—which uses the same yardstick to measure the relative merits of all stations—shows that WENR covers more families than any other major Chicago station . . . at lower cost per thousand!

Don't overlook this tremendous radio value. In Chicago, the basic blue is the buy for you!

WENR

CHICAGO'S BASIC BLUE NETWORK STATION

50,000 WATTS ON A CLEAR CHANNEL—890 k. c.

IT'S EASY TO DO BUSINESS WITH THE BLUE!

WENR is represented nationally by these Blue Network spot sales offices . . .

New York Chicago San Francisco
Detroit Hollywood

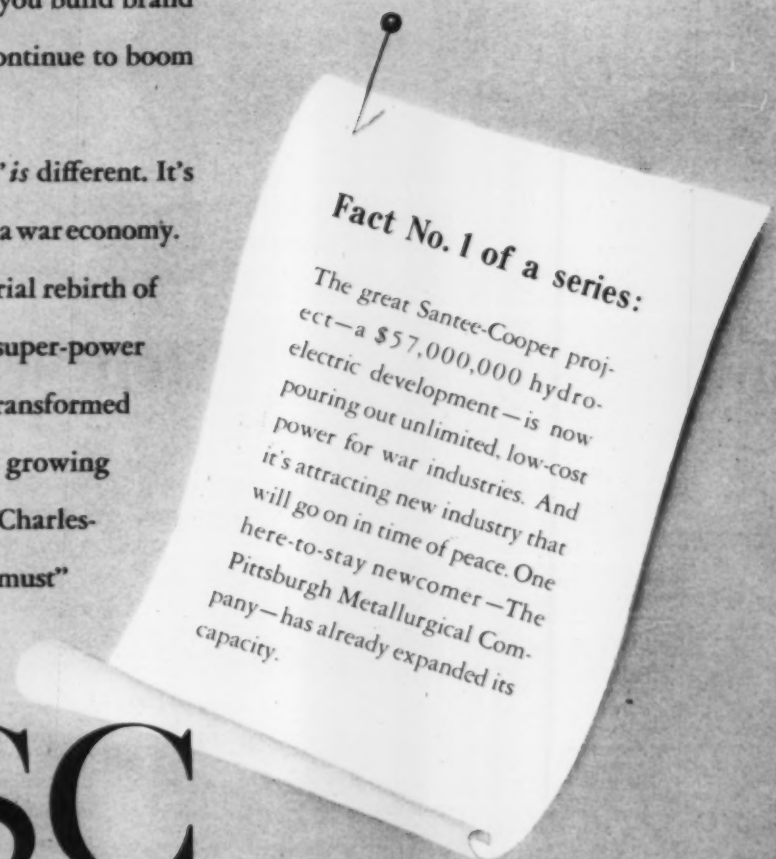
** A name given to WENR's primary station area which includes most of Illinois and Wisconsin and half of Indiana and Michigan.*

XUM

Now—and one year after Victory

The advertising dollar you invest with WCSC gives double value. You make sales today throughout a thriving boom market. And you build brand preference in a market that will continue to boom long after Victory.

Because the Charleston "boom" *is* different. It's no flash-in-the-pan based purely on a war economy. What has taken place is the industrial rebirth of an entire area. New methods, new super-power facilities and new plants have transformed Charleston into a big, aggressive, growing market. The conclusion is obvious: Charleston—a major market today—is a "must" market for the future.


Fact No. 1 of a series:
The great Santee-Cooper project—a $57,000,000 hydro-electric development—is now pouring out unlimited, low-cost power for war industries. And it's attracting new industry that will go on in time of peace. One here-to-stay newcomer—The Pittsburgh Metallurgical Company—has already expanded its capacity.

WCSC

CHARLESTON, S. C.

The CBS Station for the Coastal Carolinas. Represented Nationally by Free & Peters, Inc.

ONE OF A SERIES FEATURING THE MEN AND WOMEN WHO MAKE SONOVOX SERVICE

Born Lynchburg, Virginia. B. A. from Hollins College. Postgraduate courses in drama and writing at Wiiliams & Mary College. Studied for the stage for two years with Mme. Davkharhanova. Summer stock. Appeared in several Broadway plays—among them, "All the Living". Free-lance radio actress since 1939. During 1940-'41 wrote and acted a fifteen-minute daily strip for children, "Tink, Beetle and Mouse". Joined Wright-Sonovox, Inc. in August, 1941.

Introducing SALLY THORSON, Sonovox Producer

One day back in 1941, some acquaintance of ours telephoned to say he was bringing a friend up to see a Sonovox demonstration—a girl who had done a lot of radio writing and producing. The girl turned out to be Sally Thorson. She came, she heard, and immediately began to pour out so many good ideas that we asked her to join our production staff. Now Sally is our Chicago Production Director, and doing a swell job of it, too. Who said it's a man's world?

Now that "talking and singing sound" has become so well established in radio, it's interesting to look back at the early beginnings of our Sonovox experiments, and to see how the thing has broadened out. At first our only idea was to have sub-human creatures indulging in human conversation—cows talking, dogs speaking, birds singing. Then we thought of putting words into the "voices" of machines—dynamos, automobile engines, etc. Now we've found that some of our most startling effects are just musical sounds or plain talking noises which the listener can't identify, but which gather up an inattentive listener's attention like a magnet gathers iron-filings!

How would you like us to think up a startling effect that will hold your listeners to the *important* parts of *your* broadcasts? It can be done—with Sonovox! Write, and we'll prove it!

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

CHICAGO . . . . NEW YORK . . . . HOLLYWOOD

FREE & PETERS, INC., *Exclusive National Representatives*

CHICAGO: 180 N. Michigan Franklin 6373 | NEW YORK: 247 Park Ave. Plaza 5-9151 | SAN FRANCISCO: 111 Sutter Sutter 4353 | HOLLYWOOD: 1541 N. Gordon Gladstone 5949 | ATLANTA: 322 Palmer Bldg. Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 23, No. 2 WASHINGTON, JULY 13, 1942 $5.00 A YEAR—15c A COPY

Radio Gets Places in OWI Structure

Cowles Is Named To Key Post; Lewis In

PROMISING an "open door" policy with respect to the Government's wartime news, and recognizing by his appointments and by the structural setup the vital role of radio in the war effort, Elmer Davis, director of the newly established Office of War Information, last Friday announced the key officials and the basic plan of organization of the Office of War Information.

The former CBS news analyst, who was called to the Government service last month, announced the appointment of Gardner (Mike) Cowles Jr., president of the Iowa Broadcasting Co. (KSO-KRNT, Des Moines; WMT, Cedar Rapids; WNAX, Yankton, S. D.), and president also of the *Des Moines Register & Tribune*, the *Minneapolis Star - Journal* and *Look Magazine*, to the key post of assistant director in charge of all domestic operations of the OWI.

Mr. Cowles' Domestic Branch will parallel the Overseas Branch, headed by Robert Sherwood, the playwright, and the Policy Department Branch, headed by Archibald MacLeish, Librarian of Congress and former director of the Office of Facts & Figures, which OWI has absorbed.

Comprise Policy Board

These three branch chiefs, along with Mr. Davis and Milton S. Eisenhower, associate director of OWI and its administrative officer, will comprise the policy-making board in charge of all Government information with the exception of certain military information which the military establishments are keeping to themselves as the best judges of what is valabue to the enemy.

Under Mr. Cowles' branch fall bureaus, namely (1) News Bureaus, headed by Robert Horton, heretofore information chief of the Office for Emergency Management; (2) Radio Bureau, headed by William B. Lewis, former CBS program vice-president who since last January has been associate director and radio chief of the OFF; (3) Bureau of Publications & Graphics, headed by John R. Fleming, formerly of the Dept. of Agriculture; (4) Bureau of Motion Pictures, headed by Lowell Mellett, administrative assistant to the President and former director of the Office of Government Reports, which OWI absorbs; (5) Bureau of Public Inquiries, headed by Katherine C. Blackburn, former assistant to Mr. Mellett at OGR; (6) Bureau of Special Operations, with Philip Hamblet designated as acting head and special assistant to Mr. Davis; Mr. Hamblet is a former OGR official.

Under Mr. Sherwood's Overseas Branch will fall all external operations excepting those of the western hemisphere reserved under the President's Order to the Rockefeller Committee. Mr. Sherwood's operations will continue to be centered largely around American shortwave broadcasts to all of the world outside Latin America, and his branch virtually takes over intact the Division of Foreign Information of the Office of the Coordinator of Information (Donovan Committee) which he also headed.

Sherwood-MacLeish Duties

Under Mr. Sherwood's branch will come the following bureaus (1) Outpost Bureau, headed by Harold Guinzberg, president of Viking Press, book publishers, recently with OFF; (2) International Press & Radio Bureau, New York, headed by Joseph Barnes, former foreign correspondent for the *New York Herald-Tribune;* (3) Bureau of Overseas Publications, New York, headed by Edward Stanley, former photo editor of the Associated Press; (4) Bureau of Communications Facilities, headed by Murry Brophy, former CBS artist bureau chief on the West Coast; (5) West Coast Office, San Francisco, headed by Warren Pierce. All of these officials continue virtually the same jobs they had with the Donovan Committee.

The Policy Development Branch headed by Mr. MacLeish embraces the OFF's Bureau of Intelligence and will be continued under the same name with the same chief, R. Keith Kane, who it is understood intends to maintain virtu-

(*Continued on page 56*)

OWI Order No. 1 Covering Policy and Structure . . .

OWI Regulation No. 1

To the Heads of all Executive Departments and Agencies:

Pursuant to Executive Order No. 9182, issued June 13, 1942, authorizing the Director of War Information

(a) to formulate and carry out information programs designed to facilitate the development of an informed and intelligent understanding, at home and abroad, of the status and progress of the war effort and of the war policies, activities, and aims of the government

(b) to coordinate the war informational activities of all Federal departments and agencies

(c) to issue directives concerning war information which shall be binding upon the several Federal departments and agencies, and

(d) to establish by regulation the types and classes of informational programs and releases which shall require clearance and approval by the Office of War Information prior to dissemination

this regulation is issued, effective Monday, July 13, 1942.

1. Information Policy

The Federal Government will issue as promptly as possible all news and background information essential to a clear understanding of this Nation's war effort. The what, why, when, and how will be told. The impact of the war on all phases of American life will be reported. So will the cooperative efforts of the United Nations. Only information which would give aid and comfort to the enemy will be withheld.

(a) With the aid of the Committee on War Information Policy and of the policy staff of the Office of War Information, the Director of War Information will establish, and keep current, policies governing the war information activities of all Federal agencies.

In Key OWI Post

GARDNER COWLES, Jr.

(b) Within the general policies so established and in harmony with the clearance procedures hereinafter set forth, officers of Federal Departments and agencies are directed to maintain an open-door policy in their relations with representatives of the press, radio, and other media.

(c) War information problems requiring policy decision shall be brought promptly to the attention of the Director of War Information through his liaison representatives, in order that policies may be determined and the information issued without delay.

2. Information Activities of Federal Departments and Agencies

Within the framework of policies established by the Director of War Information, all Departments and agencies of the Government will continue to be responsible for and will release direct to the public information which relates exclusively to their authorized activities and which does not bear significantly upon the war information program and policies of the Government.

(a) After consultation between representatives of the Office of War Information and of each Federal Department or agency, this general regulation will be developed in greater detail to meet the specific problems that may arise in each such Department or agency.

(b) Each Department and agency shall immediately review its information program and, in the interest of economy and effective war work, discontinue all non-essential phases thereof. An enumeration of the classes and types of information thus discontinued shall be reported by each Department

(*Continued on page 58*)

Industry Remains Calm on Petrillo Ban

Strike Threat To KSTP and NBC Is Seen

ESCHEWING past demonstrations of turning handsprings, the broadcasting industry last week calmly awaited developments growing out of the summary edict of Music Czar James C. Petrillo banning employment of musicians for transcriptions and recordings for radio and other non-private users, effective July 31.

While the matter was a lively topic in inner councils, there was nothing resembling panic evident in the industry. Broadcasters took the position that AFM now proposes to renounce its understanding with broadcasters originally reached in 1937 on hiring of staff orchestras. The AFM position then was that transcriptions and records, which Mr. Petrillo chose to call "canned music", resulted in unemployment nationally and that stations would have to hire staff orchestras to absorb the slack.

Dispute's Effects Seen

If transcriptions and recordings are banned, as ordered by Mr. Petrillo, it is generally expected that the industry, almost as a unit, will be disposed to release staff orchestras, since the gentleman's agreement will have been violated.

Portents of a possible strike, following the Petrillo pattern developed in recent months in first jerking network remotes, were seen last week. As BROADCASTING went to press Friday, however, it hadn't jelled. This situation arose from "unfair demands" upon KSTP, NBC St. Paul-Minneapolis outlet, on renegotiation of its staff orchestra employment contract. There was the inferred threat from the Petrillo camp last Thursday that NBC dance band sustaining remotes would be pulled, probably as the forerunner of more drastic action.

NBC assured Stanley E. Hubbard, president and general manager of KSTP, who was in New York last Thursday, that it would use its "best efforts to continue network service", irrespective of developments. This was interpreted as meaning that network service would not be arbitrarily curtailed to the station in the event of strike developments against KSTP. Last April, MBS discontinued commercial program service involving music to WSIX, Nashville, when the negotiations of that station with its AFM local ruptured. WSIX is still not receiving MBS non-talk commercials.

Precisely what Mr. Petrillo is shooting at was not clear, based on his statements. There was the overall view that he was seeking more money from radio, probably through assessments on network-affiliated stations. The transcription-record ban was regarded only as the first step. The NAB Board, which meets in Chicago Tuesday and Wednesday, among other things, will take up the Petrillo ban. So will Broadcasters Victory Council at a meeting in Chicago on Thursday.

Mr. Hubbard explained that the Twin City situation had its onset last March when the AFM local requested a 10% increase in wages. At a subsequent meeting the union demanded a 10% increase in quota also. After considerable negotiations and arbitration, Mr. Hubbard agreed to these two demands, whereupon a number of adidtional demands were made.

Job Freeze Sought

One of the additional clauses would freeze the employment of musicians for the duration of the contract, provided they passed a trial period of four weeks. Mr. Hubbard protested this clause as "unfair and improper". He said the station subsequently agreed to other demands, including four weeks instead of two weeks' notice of employment and increases in leaders' pay above the 10% overall increase.

When the union refused to compromise the demands, according to Mr. Hubbard, the matter was referred to the AFM president. Mr. Hubbard contended that he was unable to reach any agreement because there was no stopping of demands and no limit to the negotiations.

Mr. Hubbard said that KSTP, in the light of developments, has made a new demand of its own. He said the station would not sign any contract unless there is a proviso that the musician's union will not interfere with the station's performance of transcriptions.

"In my opinion, it is a showing of bad faith for Petrillo to encourage stations throughout the United States to employ musicians, on the basis that they will relieve unemployment, and then demand that transcriptions not be used. If the use of transcriptions is to be withdrawn from stations, then stations are not causing unemployment of musicians and every station in the United States, in my judgment, has the opportunity of being relieved of its present contract with musicians."

Extra Demands

Mr. Hubbard explained that his controversy with the Twin City local went to State conciliation, but even there several more demands were injected. It was after the station agreed to the 10% increases in wages and quota but would not consent to any condition where unsatisfactory men could not be removed that the matter was referred to Mr. Petrillo, where it has been stymied.

KSTP, is obligated to spend $24,000 a year for musicians, used very little in the station's operation. It is understood the 10% increases in wages and quota raised the ante by some $2200.

It was indicated that stations, transcribers and networks are not taking time by the forelock in the overall music picture. Conversations have been undertaken, it was learned in one quarter, with CIO musician locals, to ascertain how many of their men might be available to make transcriptions for radio use.

There also are indications of repercussions from name bands, who would feel the primary impact of non-performance of their recordings and who are almost entirely dependent upon radio for their popularity. This situation is intensified because of lack of transportation for such bands and the heavy inroads of selective service on popular musicians.

Petrillo Move Next

In a nutshell, the overall view appears to be that AFM has walked out on its 1937 agreement by banning transcription performance and that the next move is up to Mr. Petrillo.

One industry executive told BROADCASTING he considered the AFM president should feel it his "moral obligation" to release all stations from their current AFM agreements, in view of the union's violation of the contract through its proposed ban on employment of musicians for transcriptions or phonograph records.

MR. PETRILLO GIVES THE WORD

Editorial from the *New York Times*, July 10

AS A PART of a campaign to force radio stations, soda fountains, bars, and restaurants to employ union musicians instead of using recordings, Mr. Petrillo has informed all the record manufacturers that the 140,000 members of his A. F. of L. organization will not make "records, electrical transcriptions or any other form of electrical reproduction of music" after July 31.

We need not waste too much time on the economic reasoning by which Mr. Petrillo defends this high-handed action. He is evidently under the impression that if he forbids radio stations and restaurants to use records they will have to use orchestras and bands. He is mistaken. The net result will be simply that the public will hear less music. The small radio stations and restaurants would not be able to afford it. To the extent that the public is forced to spend money to make such arbitrarily created jobs for musicians, moreover, it will have just that much less to spend in ways that create other kinds of jobs. If Mr. Petrillo is right and justified in putting a ban on records "to make more work" for "live" musicians, then stage performers would be justified in putting a ban on motion pictures in the hope that it would make more work for "live" actors, and the railroad and taxicab unions would be justified in putting a ban on telephone calls that saved people from actually going uptown or to Chicago.

Even if Mr. Petrillo's economics were not fantastic, it is intolerable that a labor leader should dictate to the American people what kind of music it shall and shall not hear. But if we need to waste little time in exposing the nonsense in Mr. Petrillo's economics, we should waste less in denouncing Mr. Petrillo as an individual. It is much more important to remind ourselves that it is our political muddle-headedness and spinelessness that have made the Petrillo type of dictator possible. He is possible because the Administration and Congress and the Supreme Court among them have held that labor unions are immune from the laws against restraint of trade. Mr. Petrillo's latest ukase is the perfect fruit of that immunity.

Wrigley Becomes Buyer Of 115-Station Hookup

WM. WRIGLEY Jr. Co., Chicago (chewing gum), will this week become another CBS advertiser to take advantage of the 15% discount plan for use of the full network of 115 stations. The company on July 16 adds 44 stations to *The First Line* on 71 stations, Thursdays, 10-10:30 p.m., and will add 38 stations to *Ben Bernie and the Lads* on 71 stations Monday through Friday, 5:45-6 p.m., for Spearmint gum. Arthur Meyerhoff & Co., Chicago, is the agency for Spearmint.

On July 19 the company will add 47 stations to the 68 now carrying *Melody Ranch*, Sundays, 6:30-7 p.m. for Doublemint gum. Agency is J. Walter Thompson Co., Chicago.

'Meet Navy' Sponsorship Receives Final Approval

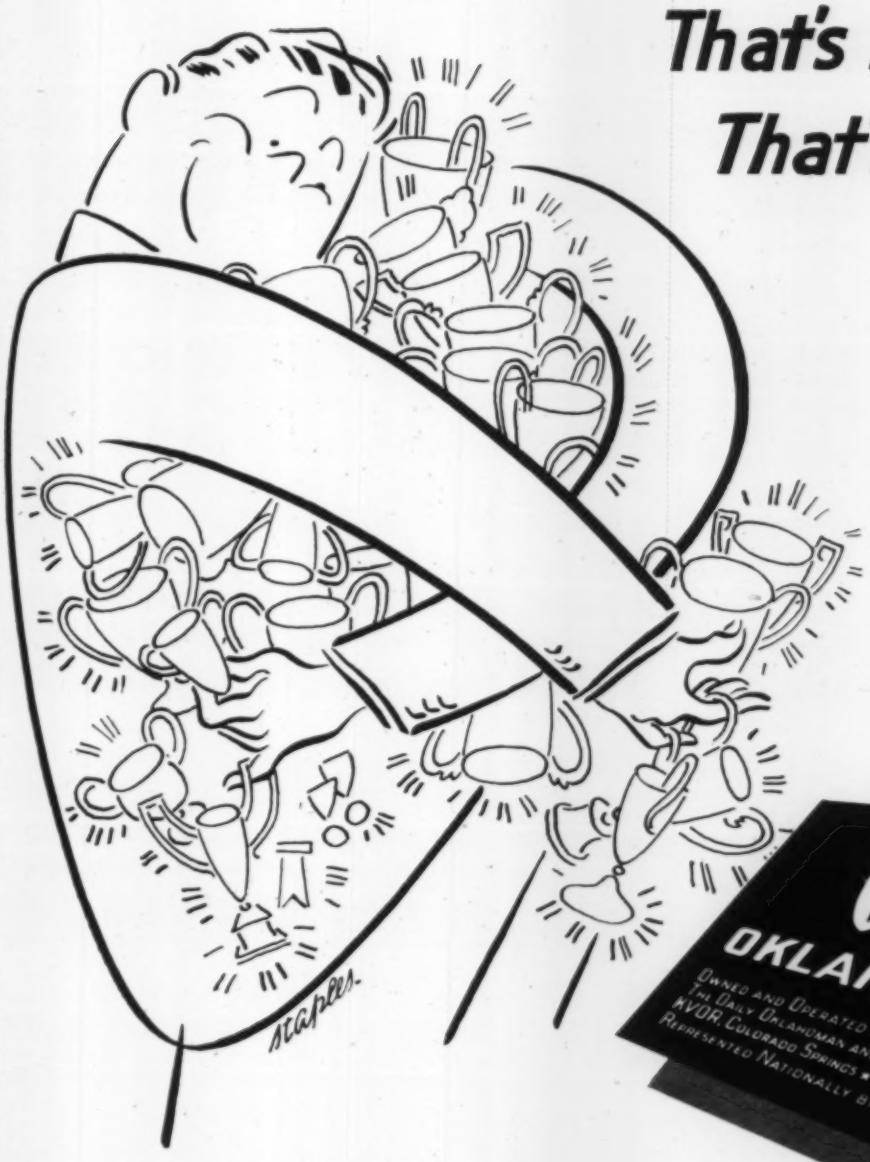
WITH APPROVAL of Rear Admiral John Downes, commanding officer of the Naval Training Station at Great Lakes, Ill., the final arrangements for sponsorship of *Meet Your Navy* by Hall Bros., Kansas City (greeting cards), on the BLUE station were completed last week.

The program was originated by WLS, Chicago, last January and under commercial sponsorship will continue to be produced by Al Boyd with Jack Stillwell announcing. Outstanding Navy talent, a Great Lakes orchestra and choir, and Lt. Commdr. Eddy Peabody, the banjoist, are featured on the show. Henri, Hurst & McDonald is the agency.

XUM

245 FIRSTS
OUT OF A POSSIBLE 275

That's Leadership
That's Dominance!



• Here's another graphic confirmation of WKY's dominance in Oklahoma City's 4-station field.

Out of 275 periods of the broadcast week for which C. E. Hooper, Inc., supplied Winter-Spring ratings, WKY rated first 245 times . . . leading in 16 out of 20 five-a-week morning quarter-hours, 20 out of 20 afternoon periods five days a week, 55 out of 63 evening half-hours, and in 10 out of 12 Sunday daytime half-hours.

That's leadership! That's decisive dominance! That's the kind of station you can count on to do a real selling job. That's the kind of station you're looking for, isn't it, to do YOUR selling job efficiently, effectively, and economically in Oklahoma?

WKY
OKLAHOMA CITY
Owned and Operated by The Oklahoma Publishing Co.
The Daily Oklahoman and Times • The Farmer-Stockman
KVOR, Colorado Springs • KLZ, Denver Affiliated Mgmt.
Represented Nationally by The Katz Agency, Inc.

'Post-War Prosperity' Theme Hailed

Carr Suggestion Evokes Favorable Reaction In Trade

SPONTANEOUS and wholehearted endorsement of the theme advanced by Eugene Carr, assistant manager of WGAR, Cleveland, at present on leave to serve Uncle Sam in Washington, that advertisers "sell the post-war prosperity period to the public," has developed since publication of Mr. Carr's plan in the June 29 issue of BROADCASTING.

Officials of the American Assn. of Advertising Agencies, representatives of advertisers and station executives, both orally and in writing, have commented favorably on the plan. The whole project of advertising during wartime, despite curtailment of many lines, price ceilings and other restrictions, will draw attention of officials of the NAB at the trade group's board meeting in Chicago Tuesday and Wednesday. There may evolve an active campaign to sell the theme or some variation of it to the advertising fraternity through other trade groups.

Article Based on Editorial

Mr. Carr, now on the staff of J. Harold Ryan, assistant director of censorship in charge of radio, based his inspired article on an editorial "challenge" in the May 25 issue of BROADCASTING for a theme for wartime advertising. He urged advertisers (and agencies) to quit telling the world how much they are doing to help the war and start using time and space to tell the people about plans for the post-war years. He urged that the paycheck of private enterprise, the bride-to-be, the home, the children, and the fun following a hellish war, be dramatized.

AAAA ordered 150 tearsheets of the Carr article for distribution among its membership. Three of its officials—John Benson, president; Frederic R. Gamble, managing director; Bill Fricke, secretary of its radio committee—praised the approach and pledged cooperation in advancing the idea.

Dr. Miller McClintock, director of The Advertising Council, wartime advertising board created by the advertising industry to foster advertising's cooperation with Government, said he was interested in the Carr approach because he anticipated "there will be a major development in the not distant future on what might be called the 'psychological front'."

"In Washington," he said, "a growing cognizance is being taken of the importance of ideas on the home front. As we get better and better organized to cope with the immediate tasks on which our aid has been requested by government, it is entirely possible, I should say, that we will have an opportunity to face both the challenge and the inspiration of public psychology as an instrument of victory."

Mr. Benson advised Capt. Frank E. Pellegrin, until recently director of the NAB's Department of Broadcast Advertising and now on active Army duty, that he thought Mr. Carr's suggestion was sound.

Benson's Endorsement

"All good will advertising today must either facilitate the war effort or help the consumer to carry on and make ends meet," Mr. Benson asserted. "This is a definite service to the nation as well as to people and would win more good will for the producer without doubt. Hence it would be killing two birds with one stone."

Referring to Mr. Carr's observations about after-the-war prosperity, Mr. Benson said it was his firm belief "it will come, if not immediately when the war is over, then shortly thereafter, in view of the great reservoir of human wants deferred by the war and due to the reservoir of purchasing power locked up in billions of dollars in war bonds, and also due to the stream of new and better things which will be designed and made after the war, as usually happens. This combination of factors seems bound to produce a widespread and active market on which advertising can work."

Walter Fuller, chairman of the board of the National Assn. of Manufacturers and president of the Curtis Publishing Co., in a recent address stressed the importance of heads-up advertising, alluding to the last bottleneck to be overcome as the "fear of a post-war depression." He stressed advertising as a morale-building instrument both on the war and the home fronts. The people must be sold on the importance of winning the war and the boys in the front line on what they will come back to after winning the war. He pointed out that if advertising can sell brands and services, it can sell this idea.

Suggestions Already in Force

Mr. Gamble said that Mr. Carr's idea of selling post-war prosperity to the public has already been put into practice by a number of advertisers and agencies. "There should be more," he commented.

Mr. Fricke said recent statements by Department of Commerce officials, recognizing the need for continuing advertising during the war, are encouraging evidence that the advertising industry is on the right track. He added that media owners should have little need to fear any slackening in selling effort on the part of agencies during the current period of market dislocations. "The commission basis of compensating agencies is one of the most effective methods that could be devised to assure media owners of aggressive agency selling effort at all time," he said.

Worth Kramer, a general manager of WGKV, Charleston, W. Va., advised Mr. Carr that he had "sounded the keynote for which most broadcasters have been scratching their heads." Gilbert Simon, of WKBN, Youngstown, wrote that he thought a service would be done to all advertising if the Carr article were widely published in all advertising trade journals.

BWC Approves Tubes Census As Basis For Equipment Pool

TO PROCURE a complete and accurate census of broadcast transmitting tubes in use or available preliminary to evolving a conservation-pooling plan for the broadcasting industry, the Board of War Communications last Thursday authorized a questionnaire survey covering all standard broadcast stations. Replies are requested on or before Aug. 1.

With a tube shortage imminent, but with conflicting reports on the number and types in use or available, BWC, upon recommendation of its planning committees authorized the survey. Questionnaires will be dispatched to all standard broadcast stations, with returns to be made promptly to BWC itself, rather than to any of its committees or to the FCC.

Previously, it had been reported that if no new tubes or component parts were made available, only about 27% of the country's 900 stations would be on the air at the end of the year. This report, however, appeared to be in conflict with information in the hands of other Government agencies and apparently failed to take into account used spare tubes. The new study will cover all available tubes in the hands of stations, or in use, other than those employed in studio equipment, as distinguished from transmitters.

Stations Receive Notice

As chairman of BWC, James Lawrence Fly last Friday sent to all stations a notice relating to the questionnaire, together with the formal BWC order. The expression "in possession of the licensee which appears in the questionnaire," he said, is not intended to limit tubes on which information is required to those legally in possession of the licensees. Information, he said, should be given with respect to all tubes available to the licensee, if they are owned either by him or by affiliated or associated companies or interests.

A recent survey conducted by Committee IV of BWC (Domestic Broadcasting) to determine the general condition and reserve of transmitting vacuum tubes has developed "an imperative need for the information sought by the questionnaire," Mr. Fly stated. "Studies such as that provided by the enclosed order are necessary if the Board is adequately to perform its function in preparing plans to meet, so far as possible, the needs of the industry during the period of the war."

Belt-Tightening

Aside from the equipment-pooling plan recommended to the War Production Board last May by DCB, predecessor of BWC, consideration now is being given to a far-reaching conservation plan involving voluntary belt-tightening by the industry [BROADCASTING, July 6]. This plan, in its formative stage, would involve some degree of power curtailment to enhance life of tubes and component parts, possibly voluntary discontinuance of service by secondary stations without prejudice to their return to the air later, and possible division of time by stations in the same communities.

Before any plan can be evolved, it was pointed out, accurate information must be procured on tube availabilities—the crux of the equipment-shortage problem.

The questionnaire itself elicits information on: make, type and serial numbers of tubes now in service in main and auxiliary transmitters; hours of service to date; number of spares in hand or on order; number of new spares; number of used spares and hours of service of each; number of tubes expended in maintenance and repair during 1941; estimated average life of particular types of tubes from past operation, and related data.

Text of Order

Following is the text of the BWC order (No. 13), issued July 10, on the tube questionnaire:

WHEREAS, The Board of War Communications has determined that complete information should be obtained with respect to the transmitting tubes of each standard broadcast station;

NOW, THEREFORE, By virtue of the authority vested in the Board by Executive Order No. 8546 of September 24, 1940;

IT IS HEREBY ORDERED, That each licensee of a standard broadcast station shall furnish the information concerning transmitting tubes specified in the attached questionnaire by filing one copy of such questionnaire, properly completely, with the Board on or before August 1, 1942.

Subject to such further order as the Board may deem appropriate.

WEBSTER EISENLOHR Inc., New York, has filed a stipulation with the Federal Trade Commission that it will cease certain representations in the sale of its cigars, sold principally in the three Pacific Coast States.

XUM

EXCLUSIVE ---- ALL TWILIGHT AND NIGHT

BASEBALL GAMES OF THE NEW YORK YANKEES AND

THE NEW YORK GIANTS ARE NOW BROADCAST EXCLUSIVELY

---- WITH MEL ALLEN HANDLING ----

BY W M C A ---- 570 ON NEW YORK'S DIAL ----

AMERICA'S LEADING INDEPENDENT STATION

. . . which means that the thousands of howling, baseball-mad Yankee and Giant fans are tuned regularly to WMCA

. . . which means that WMCA is adding mightily to the growing list of audience-building programs that naturally attract more listeners to the programs of all WMCA clients as this one is doing.

BWC Undertaking Manpower Studies

Definite Moves Begun To Meet Losses In Industry

GROWING ANXIETY over the manpower situation in broadcasting and the entire communications field precipitated two moves last week toward a solution of the problem.

From reliable sources it was learned the Board of War Communications numbered committees, consisting of industry and Government representatives, have been requested by the BWC to draw up lists of employes they consider necessary to maintain the structure of radio and communications and submit these within ten days or two weeks to be certified. The lists then, it was learned, will be turned over to the War Manpower Commission, Selective Service and the U. S. Employment Service for further consideration.

Employment Service Survey

At the same time it was learned the U. S. Employment Service will undertake a survey of the broadcasting field with the view of making a forecast on the broadcasting personnel problem. It was said the survey would then serve as a guide in reallocating employes, if necessary. The WMC is now undertaking such studies in other industries to move men to jobs for which they are best suited as well as to intensify war production.

It is understood that in the BWC industry studies such factors will be considered as training time required for proficiency in the technical end of radio as well as availability of replacements. It was said the committees have been requested to go into great detail in their recommendations.

Further pointing to intensified study of the manpower situation in the entire communications industry was the meeting last Monday of representatives of BWC, the Army, Navy, Coast Guard and labor representatives to study the problem of reallocating employes displaced by the June 30 order of the BWC closing down certain radio - telegraph circuits. BWC Chairman Fly, at his press conference last week, said the discussion would follow "general lines" of WMC consideration of such problems but would not be specifically allied to the WMC program.

Inquiry Is Indication

Another move by the BWC which may open another study into the broadcasting personnel picture was the Board's announcement last Tuesday that the FCC will undertake an inquiry to determine how telegaph company operations may be more closely geared to wartime needs. Although it was not stated, it was felt that this study would also go into the personnel problem and this may form a basis for a broadcasting survey. This was further indicated in the BWC's statement that in its telegraph inquiry it would seek "the cause or causes for any inadequacies in service that may be found to exist."

More attention to the shortage of station operating personnel was given by BWC-FCC Chairman Fly last week in his proposed bill to amend the Communications Act which was submitted Speaker Rayburn of the House (see story on page 20).

The chairman pointed out shortages in station operating personnel and asked that suitably trained nationals of friendly nations be utilized during the war emergency. This would temporarily revoke the law that aliens cannot hold operators licenses.

Fly Stresses Importance

It is understod also, tht Mr. Fly, who has repeatedly pointed out the importance of communications workers in wartime may soon either issue a statement to the press or make a nationwide broadcast address to these workers describing importance of the war work they are doing and praising their efforts in maintenance of vital communications services.

The WMC last Monday issued its first list of 138 occupations considered essential to war production in which there is a national shortage of labor. Radio was touched only in the manufacturing end—radio chassis assemblers, testers and special radio equipment assemblers being listed in critical shortage occupations. However, at WMC it was said this list was not to be considered complete and that other occupations will be added from time to time as personnel shortages occur and when the occupations are considered essential either to direct war production or for maintenance of the national social structure.

NAB and BVC Silent

No word was forthcoming from either the Broadcasters Victory Council or the NAB on the status of their recommendations to Selective Service and the BWC regarding status of broadcasting employes in the war picture. However, it was felt that these recommendations would be studied along with the BWC committees' reports in the final consideration of the matter by the WMC, Selective Service and the U. S. Employment Service.

Justice Dept. Is Posted on Music War; Petrillo Says Record Ban Will Remain

WHILE NO word has been forthcoming from the Department of Justice regarding most recent developments in the radio-music field, its officials are being kept apprised of these disputes and some action can be expected.

The edict of AFM ordering stoppage of all transcription and record production for radio and other than home use, effective Aug. 1, has been brought to the attention of the Anti-Trust Division, it is understood, in isolated letters from stations, small businessmen using juke boxes, and others of the public. So far as is known, no complaint from an industry group has yet been filed.

Meanwhile, the controversy over the issuance of gratuitous performing rights licenses to stations by ASCAP writers, characterized as a violation of the ASCAP consent decree by the Department, remains a subject of discussion. Assistant Attorney General Thurman Arnold late last month advised ASCAP that continuance of the practice would be construed as a violation of the consent decree and that, unless corrected, litigation would result. [BROADCASTING, June 29, July 6].

Last week, Milton Diamond, New York attorney who represented ASCAP in the original consent decree negotiations in March, 1941, conferred with Department officials, including Holmes Baldridge, chief of the litigation section of the Anti-Trust Division. It was the first time the prominent attorney had represented ASCAP in Washington matters, so far as is known, since the consent decree proceedings.

BMI, among others, had complained about the ASCAP refusal to permit its members to issue gratuitous licenses, ASCAP, on the other hand, has contended that the circumstances were such that no violation was entailed. It charged that BMI held out purportedly improper inducements to ASCAP writers. The Department, it is understood, is ascertaining the facts and action, one way or the other, will be forthcoming shortly.

Records Stop July 31

Following up his original pronouncement, James C. Petrillo, AFM president, publicly announced last week that he had informed the record manufacturers that the 140,000 members of his union will not make "records, electrical transcriptions or any other form of electrical reproduction of music" after July 31. He said it was part of his campaign to force stations, soda fountains, bars and restaurants to employ union musicians instead of using recordings. He claimed that unemployment still existed in musicians' ranks.

Record manufacturers, as well as the industry, were disposed to await developments. No immediate crisis is foreseen, even if the ban becomes effective, since ample supplies of transcriptions and records are in the hands of manufacturers and of stations.

Radio Unaffected By WPB Changes

Nelson Announces Elevation Of Batt, Knowlson

THE "realignment" of functions within the structure of the War Production Board, as announced July 8 by Donald M. Nelson, WPB chairman, has no positive effect upon the Communications Division or its subsidiary, the radio branch. Its only possible effect, according to one WPB official, will be to strengthen the position of these units.

This is not peculiar to these branches alone for the realignment generally serves to strengthen the entire WPB structure. At a press conference called to hear details of what he called a "realignment" rather than a reorganization, Mr. Nelson said that the WPB would have the last word in determining the extent of flow of the limited supply of raw materials and finished products to the armed forces and the necessities essential to the maintenance of an efficient civilian economy.

Past Conversion Stage

Mr. Nelson said that the country was through the "tooling up" stage except in the case of small plant conversion and that the rest of the course would be making the program fit the supply.

At the same time, he announced the elevation of William L. Batt, director of the WPB's material division, and James S. Knowlson, director of industry operations, as vice chairmen. Mr. Batt will serve as "chief of staff" according to Mr. Nelson, relieving him of administrative details as much as possible. Mr. Knowlson will be responsible for program determination.

Rumors to the contrary, Mr. Nelson denied that his authority in the allotment of material has been challenged by the Army and Navy. In fact he pointed out that the Executive Order which created his office vested in him every necessary authority essential to the proper operation of the war production program.

WPB Functions to Needs

He said that the Army and Navy establish their own relative urgencies and the WPB tries to follow them without sacrificing anything to needs of the essential civilian economy. Mr. Nelson admitted that the relations with the Army-Navy Munitions' Board are still being studied but said that some of its functions will likely be fused in the realignment.

To release tons of critical material now frozen in idle inventories, the WPB announced July 7, a new regulation which provides for the free motion of these inventories through approved sales methods. According to WPB, this will release, for example, some 250,000 tons of copper and copper base alloys for vital uses.

XUM

Literally! WOWO *is* the bugler.

"First Call"—6:00 A.M. . . . "Reveille"—6:10 A.M. . . . "Assembly"—6:15 A.M. . . .

It's "Reveille Time" over WOWO—a busy, cheerful half hour of bugle calls, martial music, news, information, entertainment and good fellowship. With the collaboration of the Army, the broadcast is picked up at Baer Field and amplified throughout this Army Air Base. Sixty-two Midwest counties—more than 2,000,000 parents, friends, and well-wishers across a three-state area—can now share this pre-breakfast audition of Army life.

"Reveille Time," conceived by WOWO, is a typical Westinghouse service . . . a real contribution to the Army's public relations department . . . a true bringing-together of civilian and military life.

WOWO, like all Westinghouse stations, makes life dramatic and exciting for the millions of typical Americans who are your leading prospects.

WESTINGHOUSE RADIO STATIONS Inc

KDKA • KYW • WBZ • WBZA • WOWO • WGL

CAB Petitions Dominion for Rules Changes

Bannerman Brief Cites CBC Control of Industry

NETWORK regulations, line rates and proposed "freezing" of power for private stations came under review before the Parliamentary Committee on Broadcasting at Ottawa July 9 when Glen Bannerman, president and general manager of the Canadian Assn. of Broadcasters, asked the committee to recommend changes in present regulations. He pointed out that the CAB represents 61 of the 74 privately-owned stations in the Dominion, and that the CAB "felt that with adjustments, as suggested, the present pattern of Canadian broadcasting, that is, a Government-operated system with privately-owned station competition, is sound in principle and that along these lines radio will continue to serve Canadians with increasing usefulness.

History of Radio Reviewed

Invited by the Parliamentary Committee, which is primarily probing the affairs of the Canadian Broadcasting Corp., the CAB delegated its president and counsel, Joseph Sedgwick, K.C., to appear. In the brief which the CAB presented, Mr. Bannerman reviewed for the committee the early history of broadcasting since its inception in 1922, and pointed out that eight of those licensed that year are still in operation—namely, CFAC, Calgary; CFCF, and CKAC, Montreal; CKCK, Regina; CJCA, Edmonton; CKOC, Hamilton; CFCN, Calgary; CFPL, London.

He stated that 26 privately-owned stations are members of the CBC national basic commercial network, that 11 CAB member stations are on the CBC supplementary commercial list, that the remaining 24 member stations are not affiliated with the CBC's national network, and that these stations depend entirely on advertising revenue for their existence.

He showed that the 37 privately-owned stations on the CBC commercial network received during the 1940-41 CBC fiscal year an average of $44.42 per day from the CBC for commercial programs over their stations—not sufficient to cover the salaries of the employes of these stations despite CBC Chairman Rene Morin's statement to the committee during an early session that "it is readily admitted that few of these stations could survive or give satisfactory service without their connection with the national system."

The CAB brief stated that during the 1941 calendar year, 69 of the privately-owned stations had given the Canadian Government patriotic and charitable organizations free time to the value of $1,007,830, that in the recent Canada Red Cross drive the CAB members had given a total of $21,909 in free time to local and national programs. These figures do not include free time given on network programs.

CBC Accruing All Talent

It was pointed out that talent has not been easy to find, and that of talent developed by private stations considerable went to the CBC. Thus 39 CAB stations reporting on talent development early this year mentioned that in the past four years 38 announcers and 26 engineers of the private stations went to the CBC, and of other talent 63 went to the CBC and four to the United States.

The 39 stations reported auditioning thousands of vocalists, instrumentalists, announcers, newscasters, sports commentators and dramatic talent. The committee was also told that, despite evidence previously given, private stations originated a certain number of feature network broadcasts and would originate and develop more if the CBC would credit the originating system. A start had been made along that line recently, Mr. Bannerman stated. He gave a list of programs originating in private stations for network use which have been used on the CBC network recently.

The CAB asked the committee to consider "in the interests of harmonious development" of broadcasting some change in the Broadcasting Act under which the CBC makes all the regulations for its

(*Continued on page 55*)

Ford Motor Co. Launches New Series With Earl Godwin On 107 Blue Outlets

WITH the inauguration July 12 on the BLUE of the Ford Motor Co. program *Watch the World Go By*, another advertiser whose production facilities have been turned over to the war effort, has joined the growing list of companies sponsoring institutional network programs. The company, whose assembly lines are now turning out bombers instead of automobiles, set up the series of quarter-hour news seven times weekly on 107 BLUE stations, with an eye to post-war years.

Primarily on behalf of Ford, Lincoln and Mercury dealers, whose efforts are now directed toward the development of service business, the program is aiming its commercials at the promotion of used car sales, the maintenance of owner and public good will, and leadership for Ford dealers in the operation of the Government truck conservation program and other similar service-producing activities.

NEWS FOR FORD as Earl Godwin, veteran Washington commentator, signs the contract for the nightly *Watch the World Go By* on 107 BLUE stations, sponsored by the Ford Motor Co. Looking on are (l to r): M. F. Mahony, vice-president and account executive of Maxon Inc., Detroit agency for the entire Ford account; Edgar Kobak, executive vice-president of the BLUE; Harry Wismer, Maxon account executive.

Dealer Commercials

There are three commercials on each program, the opening and closing ones specifically for Ford dealers and, in the middle, an institutional message for the benefit of all Ford dealers. This latter commercial is in the form of a straight news item on Ford's activities in the war effort.

William Perry (Bill) Adams was selected to handle the commercials. He is best known for his six-year assignment in *Uncle Henry*, the old *Collier's* magazine series, as well as for his frequent impersonations of President Roosevelt on the *March of Time* program.

Commentator on the nightly series is Earl Godwin, veteran Washington correspondent and commentator on the BLUE *News of the World* series. An editorial writer and past president of the White House Correspondents Assn., and sponsored for the last few years by Thompson's Dairy on WMAL, Washington, Godwin is considered to have unusual access to important news.

By setting the broadcast time for the program at 8 p.m. (EWT), Ford planned an advantage of several hours in disseminating the news since 11 p.m. is well established as a local news hour in many cities. A repeat broadcast is given nightly for the Mountain and Pacific time zones at 11 (EWT).

In a broadside to its dealers, prepared by Maxon Inc., Detroit agency which has just acquired the entire Ford account, Ford explained that the 107 BLUE stations which carry the series were selected because they give primary coverage in all urban and rural counties filing more than 1,000 individual income tax returns in 1938. Dealers have been asked to cooperate by using promotional material in showroom and display room windows and by promoting the program by word of mouth.

For its major radio effort this year Ford, which discontinued the *Ford Sunday Evening Hour* on CBS in March, chose a news program as the best vehicle to attract an audience of millions who want to know about day-to-day happenings now vitally affecting their lives.

War, Music Agenda Before NAB Board

Chicago Session to Appraise Situation Since Convention

AN INVENTORY of the industry's war status and discussion of means of improving overall war service, head the agenda of the NAB Board of Directors meeting at the Palmer House, Chicago, July 14-15, called by President Neville Miller.

Since abolition of the NAB Executive Committee at the convention in Cleveland last May, the full board plans to meet at more frequent intervals. The session is the first since the new board was organized following the Cleveland convention.

While the war situation will command primary attention, the perennial music problems will be considered, too. The overall music situation, plus the recent edict of President James C. Petrillo, of AFM, banning transcription and record production for radio and juke box use, effective Aug. 1, will be discussed at the afternoon session Tuesday.

Wednesday Sessions

The Wednesday morning session will take up such matters as the tax outlook, pending Congressional legislation, proposals for pooling and conservation of broadcast equipment, manpower problems and the overall rationing situation.

Department of Broadcast Advertising activities and commercial problems will be discussed at the Wednesday afternoon session. There also will be a report from the NAB's Streamlining Committee designated last March to develop plans for remoulding the NAB with emphasis on public relations. Don S. Elias, WWNC, Asheville, is chairman of this committee.

Plans for the 1943 convention of the NAB, slated to go to New Orleans, also will be discussed. Normally the convention would be held in May. Transportation and other problems growing out of the war emergency will be taken into account, however.

Gammons Successor Considered

The board also will consider election of a new director for District 11, comprising Minnesota, North Dakota, and portions of South Dakota, Wiscinsin and Michigan, to succeed Earl H. Gammons, former general manager of WCCO, Minneapolis, who recently was transferred by CBS to Washington as director. Because he will not be resident in the district, Mr. Gammons has resigned the directorship.

Informal reports from the district indicate that E. L. Hayek, owner of KATE, Albert Lea, Minn., is favored for the Gammons successorship. Under the NAB by-laws, the board fills vacancies occurring between district elections in this manner.

XUM

Come On You Ad-People-

GIVE ME A NAME!

A Contest for Ad-Folks Only

PRIZES $300.00 IN WAR BONDS

NAME ME... IDENTIFY MY STATION

WE need a name for the bulging miss who's been adorning our messages to you. For the best names we are going to give three prizes totaling $300 in war bonds. But it's up to you to know who *we* are. If you don't know, just show this ad to your co-workers. Gosh, *someone* must have seen these ads before!

If not, we'll tell you this much. Our unnamed girl friend and the station she represents are pretty much alike. Chief qualities of both are a big spread, a wallop that's felt in five states, a holler that can be heard to the high heavens, and a friendliness that keeps the doorstep weighted down with suitors. Both have what it takes for real results.

The contest is for ad-men and ad-women only. Deadline for entries is midnight, July 31 . . . so you'll have to hurry. Cook up a name for our oversized bundle of femininity—send it right away to Radio Station W . . . ah, ah, you tell us.

HERE ARE THE RULES

1. Contest open only to men and women of advertising agencies or sales and advertising departments.
2. Submit entries on firm letterhead. Submit as many names as you like.
3. Mail to "I Want A Name Contest," Box No. 33, in care of proper radio station. Entries must be postmarked not later than midnight, July 31, 1942.
4. $150 in war bonds will be paid for the name that, in the opinion of the judges, best fits the character as trade-mark of the station. Second best gets $100 in war bonds. Third wins $50 in war bonds.
5. Judging will be on the basis of originality and appropriateness for use in advertising. In cases of ties, duplicate prizes will be awarded. Decision of judges is final, and all entries become the property of the radio station placing this advertisement.
6. Winners will be announced in September 7 issue of Broadcasting.

'Electronic Age' Seen by Sarnoff

Post-War to Bring Amazing New Radio Developments

JUST AS World War I stimulated development of broadcasting, which has flourished into a "billion-dollar industry employing hundreds of thousands of persons," so is World War II destined to bring developments in electronics which are "bound to revolutionize the older systems and methods". So stated Col. David Sarnoff, president of RCA and NBC Board Chairman, now on active duty with the Signal Corps, in an appearance on *The Army Hour* July 5.

Addressing a class of trained-technician graduates at Camp Murphy, Fla., newest post of the Signal Corps, Col. Sarnoff pointed to the important opportunity for men to serve their country in the Signal Corps. Wherever armed forces go, Signal Corps soldiers must accompany them to keep open the lines of communication under all conditions. Aside from this, Col. Sarnoff said that when victory is finally achieved "we must look forward to a world at peace which will need to be reconstructed". He continued:

Things to Come

"New industries and new services will demand trained men who can meet civilian needs in the post-war period. The first World War stimulated the development of the radio, telephone and new receiving methods upon which was built a new art of broadcasting. In our country alone, broadcasting has flourished into a billion-dollar industry, employing hundreds of thousands of persons. The present war is stimulating the development of television, ultra-high frequency communications and the whole field of electronics, which are bound to revolutionize the older systems and methods and create new opportunities after the war.

"We have entered a new age in scientific development which the future historians may describe as the electronic age. Just as our fathers and their fathers lived to see many things electrified, so the young man of today may see many things electronized. Practical training in the Signal Corps during this war will equip men to take advantage of these opportunities in a better world that should compensate us for our present sacrifices."

Col. Sarnoff entered active service with the Signal Corps on June 24 for several weeks, on special assignment of Maj. Gen. Dawson Olmstead, Chief Signal Officer. He is one of the highest ranking reserve officers of the Corps and is a member of the Advisory Council of the Chief Signal Officer, created before our entry in the war.

CHAB, Moose Jaw, Sask., has been shifted from 1220 kc. to 800 kc., according to the Radio Branch, Department of Transport, Ottawa.

Signal Corps Purchases Reach 2 Millions Daily

DAILY more than $2,000,000 worth of radio and communications equipment and apparatus is passing final acceptance tests of the Signal Corps, the War Department announced last Thursday. This represents a virtual doubling of the flow of communications materiel over the previous corresponding period of one and a half months, according to Maj. Gen. Dawson Olmstead, chief signal officer of the Army.

The War Department also announced that the Signal Corps, during the past month, awarded contracts aggregating $1,000,000,000 for radio apparatus and other signal devices and appropriations for the procurement of such apparatus has amounted to approximately four billions since July 1, 1940.

A considerable portion of the radio apparatus and equipment procured by the Signal Corps, it was said, is for the Army Air Forces and the Army's Armored Force. Radio devices supplied by the Signal Corps, it was added, are on American Flying Fortresses and fighter planes.

ELECTRON MICROSCOPE, recently perfected by RCA Laboratories scientists [BROADCASTING, July 6], is the result of years of research by Dr. James Hillier (foreground), Dr. V. K. Zworykin and Richard L. Snyder (standing) with the cooperation of other RCA scientists. The new device scans and makes a picture of metal surfaces in detail never before possible.

Army Hour Tops Sunday Daytime Field; Reaches 38% of Available Listeners

DURING the three months of its existence, the *Army Hour* on NBC has maintained an average audience of 38% of all available listeners, according to an announcement last week by the Radio Branch of the War Dept.'s public relations division.

Furthermore, Hooper ratings since the programm's inception establish the *Hour* as the highest ranking regularly-scheduled Sunday daytime program. Only two special events—addresses by President Roosevelt and Prime Minister Churchill—have topped the *Hour*.

Analysis of the statistics on listening shows that the program has built an audience of its own since it actually increases listening over the NBC network when it comes on the air at 3:30 (EWT) every Sunday afternoon. Baseball's effect on listening has been apparent, but the program has still its premier position, survey shows.

Within the country the program is carried by some 115 stations and shortwaved to the world by six other stations. In addition to the regular broadcast time, an increasing number of stations have been transcribing the program for rebroadcast at a more suitable time for the listeners of their area.

As a service to war workers unable to hear the program at its scheduled time, many stations have been offering transcriptions to the factories which they may present over the plant's public address system at convenient times like lunch hour and rest periods.

Entertainment, as such, has had no place in the *Army Hour* format. Its personalities are the men of the Army—the soldier in training, and the fighting man on foreign fields. Each week the soldiers—privates, non-coms and commissioned men alike—describe the diverse ways of beating the enemy.

To present its material, the Army has literally reached across the globe for pickups from Australia, London, Chungking, Moscow, Cairo, Hawaii.

Eyewitness accounts of fighting on various fronts have already included the stories of the men on Bataan, a direct message from Brig. Gen. Claire Chennault, commander of the Flying Tigers, Brig. Gen. Jimmy Doolittle's description of the Tokyo bombing and the personal observations of aviators who bombed the Japs at Midway.

Good Mail Response

Mail response to the program has been heavy. For example, Lt. Col. Warren J. Clear's personal observations on Bataan, which included the trench-dogma that, "there are no atheists in foxholes," attracted more than 1,600 letters plus another 400 pieces of mail on a subsequent broadcast. Another stirring sequence which attracted a considerable mail response was the unedited transcript of the last minute wireless messages sent by Sgt. Irving Strobing, wireless operator at Ft. Mills, in the hours before the fall of Corregidor.

In general, fan mail has been lavish in its praise of the program or a particular portion of a program. Some persons write to find out when a certain Army post will be heard from and whether their sons will participate in such a broadcast. Most others write to obtain information from personnel returned from a particular front in the hope of getting some new word about members of the family, engaged there.

War Law Changes Requested By Fly

A PROPOSED bill to amend the Communications Act to remove obstacles to the effective prosecution of the war, dealing almost entirely with non-broadcasting matters, was submitted to Speaker Rayburn of the House last week by BWC-FCC Chairman James Lawrence Fly.

The documents, including a covering letter and the proposed amendments and statement of reasons, were referred to the House Interstate & Foreign Commerce Committee, but certain aspects of the proposals, it is understood, may also be considered by the House Merchant Marine & Fisheries Committee.

Chairman Fly said that the Board of War Communications had been informed by the Bureau of the Budget there was no objection to submission of the legislation. The proposed bill would provide that during continuance of the war and for six months afterward, the President or such agencies as he designates waive compliance with or modify or suspend in whole or in part the operation of the provisions of the Act specified.

Section 318 Affected

The only proposed change appearing to have any bearing on broadcasting relates to Section 318 of the Act. This imposes the requirement that operation of all transmitting apparatus entailing a station license shall be carried on only by persons holding an operator's license. Since aliens may not under the law receive an operator's license, it is impossible for Latin Americans or other friendly aliens to engage in radio operation in this country.

It was pointed out that there already is a shortage of operating personnel for maintenance of stations and that it may become desirable, in cases where no citizens are readily available, for the services of suitably trained nationals of friendly nations to be utilized during the war emergency. Such a policy, it was stated, would result in the employment of the skill and manpower of the allied nations.

Temporary relaxation of the citizenship requirements, Congress was told, could more adequately be safeguarded by conditions, if accomplished by executive order, than by legislation affecting outright repeal or amendment of the statute.

Other proposed changes related to common carrier, ship-to-shore, and military communications remote from the broadcasting field.

WWL Honors Priest

SEVERAL hundred New Orleans business men attended a testimonial dinner recently honoring Rev. Francis A. Cavey, S.J., faculty director of WWL, and two other Jesuit priests on the 25th anniversary of their ordination. Al J. Cummings, WWL auditor, was a principal speaker.

XUM

News Anywhere... New Customers at 8¢ Each!

Duane Jones, of the Duane Jones Company, advertising agency specializing in package goods, and WEAF newscaster, Don Goddard, discuss success of an offer on "News at Noon" sponsored by C. F. Mueller Company.

RADIO

DUANE JONES COMPANY
Package Products Advertising
General Electric Building, New York, N.Y.

JUNE 30, 1942

Client: C. F. MUELLER
Product: MACARONI

MR. JONES: Congratulations, Don, on that Mueller Flower Seed Offer. You pulled in Mueller labels at 8c each! That about ties the record!

MR. GODDARD: Well, Duane, you ought to know the record. You put the first flower seed offer on the air back in 1932.

MR. JONES: Yes, and a good many since then.

MR. GODDARD: How about Mueller sales? Are they going as well as the deal did?

MR. JONES: Yes, they're up substantially—very substantially.

MR. GODDARD: That's great!

MR. JONES: And great for you, Don. Here's a renewal of your contract for the summer. And that's a record, too. This is the first summer Mueller's ever stayed on the air.

O.K. E.T.
Date 6-26-42

Thank you, gentlemen—and may we add that this story is not *too* unusual—? For WEAF has a habit of getting results, thanks to top-ranking NBC RED Network shows and WEAF's own local hits. And—of course—full credit to the World's Richest Market where WEAF struts its stuff!

And a reminder: why should *you*, of all people, be on the outside looking in? WEAF can do a job for your product, too...as we'll be only too glad to prove, at your convenience.

50,000 WATTS
660 KILOCYCLES
NBC RED NETWORK

WEAF TALKS SALES IN NEW YORK

And Now Theatres Turn to Radio

Stage, Movies Learn Air Medium Brings In the Public

By MARLO LEWIS,
Radio Director, Blaine-Thompson Co., New York

ABOUT three years ago, we interested one of Broadway's theatrical producers in a radio campaign. As with all new ideas, there was opposition. Never before had a Broadway show been promoted by radio.

We in the radio department argued that radio was "show business," that the very popularity of radio was basically its amusement value, and if it could sell itself it certainly could sell another amusement. But the client was cautious—he knew printed media had worked. We pointed out that the popularity of radio with its diversified appeal had made thousands of potential customers—*receptive* to theatrical productions.

And Hell Popped

We further assumed that these people were consumers who never saw a Broadway show, and as a clincher, we stated that radio had educated a vast number of people to a greater appreciation of entertainment. In other words, radio had colored an habitual desire to listen to good entertainment.

The producer saw our point and signed the schedule. This test was conducted in behalf of one of Broadway's greatest hits. A musical show that played more performances than any other in the history of show business, received greater income than any other theatrical production, was finally made into a motion picture and developed eight successful road companies.

This success was not entirely due to radio. First, the product was good. Second, regular classified newspaper and magazine promotion was sustained—promotion that is regularly put into effect for all theatrical enterprises. The only "display" promotion used was radio. Radio had to attract the regular theatre-going audience as well as new groups of consumers, and, according to our box-office surveys, we found that a great percentage of people buying tickets were attending their first theatrical show.

In other words, in radio, the theatrical field had found a new way to increase the regular amusement audience. Radio, with its vast coverage, interested thousands of new customers in a $4.40 commodity.

Three years have now passed since this experiment was conducted. We have had many opportunities since, to present our story to the theatrical press-agent field, the men who are the advertising managers for the Broadway producers.

During this time, the agency's radio billing on local spot radio for Broadway shows has steadily grown month by month. During the last six months, we have radio-advertised more than 16 different Broadway productions. Radio has now become a "must" expenditure for some producers.

And Now the Movies

Perhaps the most interesting development has appeared during the last two months. Four major picture companies, including our own account (Warner Bros.), have expended a good portion of their advertising dollars in spot radio to create greater motion picture attendance for "first-run" pictures.

Radio's job has been difficult, because each new production is a new product. It needs new advertising, new publicity, new merchandising and new promotion, not only to familiarize the public with the name of the product, but also what it represents dramatically or musically.

And most important, immediate results must be obtained. With this in mind, we had to be resourceful in planning our spot announcements. They had to be ear-catchers. In many instances, we used the stars of the show, together with sound effects, choruses, musicians and plenty of production to achieve the desired result.

Now, it is our opinion that radio has become a featured player in the advertising cast of the theatrical and motion picture business. Three years of constantly increasing activity and successful results have added another laurel to the broadcasting medium.

Gehrig Pix Spots

SAMUEL GOLDWYN Inc., New York, is using spot announcements on five New York stations in connection with the world premiere of "The Pride of the Yankees" in New York, July 15. The show, based on the life of Lou Gehrig, baseball star, will open simultaneously at the Astor and at 40 RKO Theatres. An average of seven live spot announcements per week is scheduled July 9-15 on WOR WHN WJZ WNEW WQXR. Plans are not yet settled as to radio advertising for the film in connection with its national release. Donahue & Coe, New York, handles the account.

Swan Spots

LEVER BROS. Co., Cambridge, on July 8 started a special chainbreak campaign for Swan soap to run on 45 stations in selected markets through December of this year. Announcements vary in number on the different stations. The company also sponsors *Tommy Riggs & Betty Lou* on CBS as a summer replacement for *Burns & Allen*, who return this fall. Former program is shortwaved to American troops overseas, Sunday, 7:30-8 a.m. Agency is Young & Rubicam, New York.

WITH HIVES as a hobby, one must pursue his avocation gingerly, as exemplified here by Earl A. Kettel, secretary-treasurer of the Florida stations represented by John H. Perry & Associates. He's shown here while on his daily inspection tour of the bees which live in a hive near his home in Malvern, Long Island. As a hedge against sugar rationing, he expects to collect 100 pounds of honey by the end of the summer. The radio stations with which Mr. Kettel is connected are WJHP, Jacksonville; WCOA, Pensacola; WDLP, Panama City; WTMC, Ocala.

STATE RADIO CENSUS TABLES

Previously Released by U. S. Census Bureau
With Dates of Publication in BROADCASTING

New Hampshire—March 16
Vermont—March 16
Nevada—March 16
Wyoming—April 13
Montana—May 11
Idaho—May 11
Maine—May 25
Arizona—June 1
Delaware—June 1
North Dakota—June 8
Utah—June 8
New Mexico—June 15
Nebraska—June 15
Oklahoma—June 15
Mississippi—June 22
Colorado—June 29
Tennessee—June 29
Iowa—June 29
Rhode Island—June 29
South Dakota—June 29
Oregon—July 6
North Carolina—July 6
Louisiana—July 6
Maryland—July 6
West Virginia—July 6
Minnesota—July 6
Georgia—July 6
Kansas—July 6
Arkansas—July 6
Connecticut—July 6

NOTE: Number of Occupied Dwelling Units as reported by Census Bureau in advance releases. Percent radio-equipped calculated by NAB Research Dept. from Series H-7 Bulletin following the Census Bureau practice. Number of radio units, or radio homes, estimated by applying percent ownership to those units not answering radio question and adding such to those reporting radio.

Dean, Fuel Head, Defines Ration

Technicians' Position Stated In Clarification to BVC

TO CLARIFY the position of radio technicians under the new gasoline rationing plans which affects stations in 17 states the Broadcasters Victory Council last week obtained a letter of policy from Joel Dean, chief, fuel rationing, Office of Price Administration.

The following letter to O. L. (Ted) Taylor, executive secretary of BVC and president of the Taylor-Howe-Snowden station in Texas, explains the course of action and the justification within the structure of the law:

"I would suggest that technicians who use their cars to carry equipment that cannot reasonably be transported by buses and street cars should apply for preferred mileage gasoline rations under the provisions of Section 1394.506, Paragraph L, which reads as follows:

"'By engineers, architects, technicians, supervisors, repair and maintenance men or other workers (but not including salesmen) to enable them to render services or to transport materials and equipment necessary for construction, repair, installation, or maintenance work (other than the repair or maintenance of portable household appliances), or for rendering indispensable services of a specialized nature to agricultural, extractive or industrial establishments.'

"Radio station operators who travel long distances to reach stations should apply for preferred mileage under Paragraph K which reads as follows:

"'By a worker (including an executive, technician, or office worker, but not including salesmen) or by an employer, employer's representative or representative of a labor organization in travel to, from, within or between the establishments or facilities listed below, for purposes necessary to the operation or functioning of such establishments or facilities or to the maintenance of peaceful industrial relations therein':

"'(2) Establishments or facilities of common carriers; or of other carriers performing services essential to the community or to the war effort; or of plants engaged in the production or distribution of heat, light, power, gas, steam or water; or of irrigation, drainage, flood-control, or sanitation systems; or of telephone, telegraph, *radio*, or other communications systems.'

"Of course it will be unnecessary for passenger car owners who drive less than 470 miles a month to apply for more than the B ration book. The 'C' or Preferred Mileage Book will be issued only to those operators who need to drive more than 470 miles per month.

"I want to thank you for your expression of your desire to cooperate in spreading understanding of the purposes of gasoline rationing."

Local rationing boards should be provided with a copy of this letter, the BVC advises, when qualified station operators send back their applications for increased gasoline allotments.

WIBW Subs for KSAC

OPERATING on additional time since the transformer of KSAC, Kansas State Agricultural College, burned out June 29, WIBW, Topeka, now carries an extra 3½ hours each weekday, the time formerly used by the college station. WIBW does its own productions.

This advertisement, appearing also in FORTUNE Magazine for June, is the second of a FORTUNE series published in the interest of Radio Stations represented by John Blair & Company.

and they advertise where people are coughing...

with SPOT BROADCASTING*

As soon as colds or sniffles start—from New York to San Francisco—Smith Brothers cover each market with Spot Broadcasting. Each year they use more of this powerful advertising medium, because they can hit fast when markets are ready, sell hard while conditions are right.

Spot Broadcasting offers unrestricted choice of the best stations and of spots with ready-made audiences. It provides unlimited range of programs and of schedules. Because Spot Broadcasting has this complete flexibility it belongs in your present plans . . . *to keep your advertising fully abreast of today's quick-changing conditions.*

Are *your* merchandising problems seasonal, or sectional? You can put Spot Broadcasting to work quickly in a single market or a dozen—next door or a continent apart—to fit *any* merchandising plan or territory. Are your problems competitive? Spot Broadcasting backs up distributors in a way that gets their fullest cooperation—sells consumers as only Radio can sell them.

Talk to a John Blair man right now. He knows Spot Broadcasting. He knows merchandising. He represents many of the finest radio stations in the country. And he can get quick facts for you on any advertising or marketing problem you put up to him.

**Spot Broadcasting is flexible radio advertising, whether 25 words or full-hour programs—planned and bought on a market-by-market basis.*

•A new informative booklet, "Spot Broadcasting," has been prepared for advertisers and their agencies. We shall be happy to send you a copy.

JOHN BLAIR & COMPANY

EXCLUSIVELY REPRESENTING LEADING RADIO STATIONS THROUGHOUT THE UNITED STATES

XXXI. CENSUS OF RADIO HOMES IN THE STATE OF MASSACHUSETTS

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population Urban, Rural-Nonfarm and Rural-farm: 1940

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Barnstable	11,047	89.0	9,825	3,466	90.8	3,146	6,587	89.2	5,872	994	81.2	807
Berkshire	32,629	94.8	30,922	26,160	96.0	25,116	4,992	90.4	4,511	1,477	87.7	1,295
Bristol	96,741	94.9	91,776	87,226	95.2	83,014	7,178	92.9	6,666	2,337	89.7	2,096
Dukes	1,699	89.3	1,517	....	....	....	1,499	90.2	1,352	200	82.4	165
Essex	133,919	95.7	128,173	125,838	95.9	120,646	6,865	93.3	6,405	1,216	92.2	1,122
Franklin	13,708	92.7	12,704	8,130	94.9	7,716	3,289	90.7	2,987	2,389	91.6	2,051
Hampden	87,360	97.1	84,825	80,349	97.4	78,229	5,240	95.3	4,992	1,771	90.6	1,604
Hampshire	17,835	94.7	16,883	13,945	95.8	13,363	2,117	90.5	1,916	1,773	90.5	1,604
Middlesex	244,859	97.3	238,208	225,290	97.5	219,724	16,887	94.8	16,013	2,682	92.1	2,471
Nantucket	989	96.5	955	989	96.5	955	....	....	....	....	....	....
Norfolk	83,251	98.1	81,689	73,061	98.3	71,854	9,246	96.6	8,928	944	96.1	907
Plymouth	47,965	94.8	45,487	34,645	96.0	33,247	10,018	93.2	9,342	3,302	87.8	2,898
Suffolk	220,304	96.2	211,842	220,304	96.2	211,842	....	....	....	....	....	....
Worcester	128,388	95.7	122,836	103,030	96.3	99,194	20,673	94.2	19,472	4,685	89.0	4,170
State Total	1,120,694	96.2	1,077,642	1,002,433	96.6	968,046	94,541	93.5	88,406	23,720	89.3	21,190

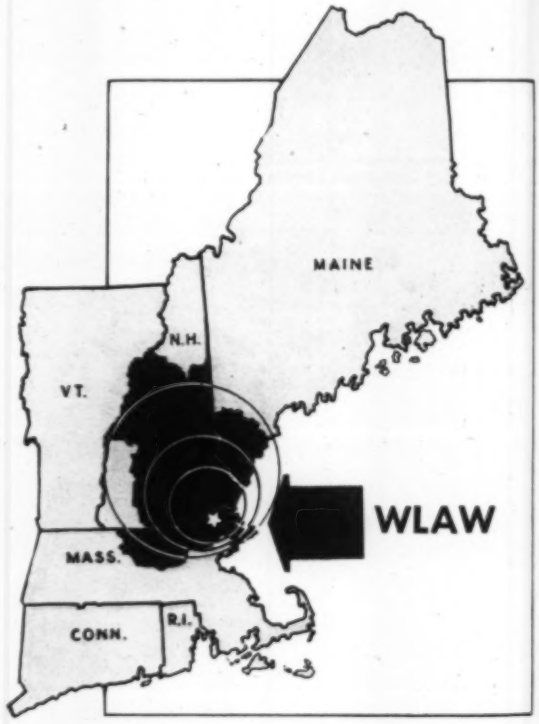
Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Beverly	7,987	97.4	6,805
Boston	197,393	96.1	189,656
Brockton	18,137	95.9	17,396
Cambridge	28,717	97.3	27,941
Chelsea	9,956	95.2	9,474
Chicopee	10,082	97.0	9,782
Everett	11,763	98.4	11,580
Fall River	29,799	95.1	28,347
Fitchburg	10,951	95.3	10,437
Haverhill	13,193	93.6	12,344
Holyoke	14,716	96.8	14,245
Lawrence	21,987	95.2	20,935
Lowell	24,932	93.7	23,381
Lynn	27,602	96.3	26,593
Malden	15,365	97.9	15,046
Medford	16,022	98.0	15,706
Melrose	6,896	98.5	6,790
New Bedford	30,640	94.2	28,878
Newton	17,432	98.5	17,175
Pittsfield	13,018	97.0	12,626
Quincy	20,367	98.7	20,095
Revere	8,493	97.8	8,303
Salem	10,549	96.8	10,207
Somerville	26,264	98.2	25,790
Springfield	40,303	98.2	39,559
Taunton	9,335	96.5	9,012
Waltham	9,167	98.0	8,984
Worcester	48,812	97.3	47,480

The 7th New England State

—Larger than *FOUR* New England states
—Serving *4,026,937 people daily*

LAWRENCE, Massachusetts, is only the ***location*** of Station WLAW. The ***influence*** of this powerful 5,000 watt station extends far beyond the city limits. WLAW is the preferred station in the industrial heart of New England — the 7th state — serving 4,026,937 people daily as Columbia's voice in Northern New England. The Merrimack Valley is one of the country's major industrial areas —truly a beehive of manufacturing activity. Beyond the Merrimack Valley to the North are New Hampshire's fertile agricultural fields, and into this area, too, WLAW throws a powerful signal.



WLAW
5000 watts **CBS** 680 kc.

National Representatives—The KATZ Agency, Inc.
New York — Chicago — Atlanta
Kansas City — Dallas

A SweetHeart of a Soap . . . A SweetHeart of a Program

- When SweetHeart Soap goes on the air, it has an audience of active, enthusiastic listeners who comprise the 920 Club. Their number is legion. They have no age limit . . . no class distinction. They're bound by the common appeal of good, well balanced entertainment that moves swiftly and smoothly throughout the program.

- SweetHeart Soap, among other noted *national* advertisers, has found that such a market is a responsive one. That is why they are among the 920 Club "regulars," having renewed for the *third* successive period.

- Based on coverage and listening measurement at an extremely low cost, the 920 Club represents a set-up that is unique in radio. It has all the elements that make for dividends on your advertising dollar.

WORL

BOSTON, MASS.

XXXII. CENSUS OF RADIO HOMES IN THE STATE OF MISSOURI

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population Urban, Rural-Nonfarm and Rural-farm: 1940

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Adair	6,113	78.6	4,802	3,196	87.6	2,799	687	68.0	467	2,230	68.9	1,536
Andrew	3,895	79.3	3,090	....	....	....	1,427	81.5	1,162	2,468	78.1	1,928
Atchison	3,583	82.7	2,964	....	....	....	1,608	82.4	1,325	1,975	83.0	1,639
Audrain	6,775	79.7	5,397	3,689	86.8	3,157	827	77.7	643	2,309	69.2	1,597
Barry	6,276	67.9	4,264	1,161	91.3	1,060	1,201	71.8	862	3,914	59.8	2,342
Barton	4,168	68.9	2,881	966	85.1	822	1,057	70.3	743	2,145	61.3	1,316
Bates	5,933	67.1	3,985	928	85.6	794	1,803	65.9	1,188	3,202	62.5	2,003
Benton	3,166	59.0	1,868	....	....	....	901	73.1	659	2,265	53.4	1,209
Bollinger	3,190	50.0	1,595	....	....	....	592	64.0	379	2,598	46.8	1,216
Boone	10,490	79.1	8,291	5,711	87.1	4,974	1,585	75.1	1,190	3,194	66.6	2,127
Buchanan	26,816	85.8	23,011	21,716	87.5	19,002	2,388	84.6	2,021	2,712	73.3	1,988
Butler	8,459	55.9	4,745	3,050	83.7	2,553	1,138	43.3	493	4,271	39.8	1,699
Caldwell	3,611	73.5	2,651	....	....	....	1,724	79.4	1,368	1,887	68.0	1,283
Callaway	5,810	66.3	3,857	1,702	82.8	1,409	1,032	70.0	722	3,076	56.1	1,726
Camden	2,401	58.2	1,396	....	....	....	927	66.0	612	1,474	53.2	784
Cape Girardeau	9,822	79.8	7,840	6,083	87.1	5,296	834	66.9	558	2,905	68.4	1,986
Carroll	5,294	77.6	4,107	1,225	87.4	1,071	1,224	78.2	957	2,845	73.1	2,079
Carter	1,507	48.7	733	....	....	....	712	54.2	386	795	43.7	347
Cass	5,914	72.9	4,306	....	....	....	2,817	80.7	2,275	3,097	65.6	2,031
Cedar	3,488	57.4	2,002	....	....	....	1,274	67.3	857	2,214	51.7	1,145
Charlton	5,191	72.7	3,774	....	....	....	2,110	77.0	1,625	3,081	69.7	2,149
Christian	3,727	62.4	2,327	....	....	....	978	70.6	691	2,749	59.5	1,636
Clark	3,104	67.7	2,101	....	....	....	1,387	72.2	1,002	1,717	64.0	1,099
Clay	9,201	83.4	7,673	3,437	88.2	3,033	3,589	85.9	3,081	2,175	71.7	1,559
Clinton	4,063	75.8	3,076	1,165	87.3	1,017	1,246	74.5	929	1,652	68.4	1,130
Cole	8,264	83.0	6,859	5,733	92.5	5,304	694	75.8	526	1,837	56.0	1,029
Cooper	4,976	67.9	3,384	1,657	85.3	1,413	983	62.1	610	2,336	58.2	1,361
Crawford	3,357	54.9	1,862	47	68.1	47	1,229	64.5	793	2,081	49.1	1,022
Dade	3,267	64.8	2,117	....	....	....	1,059	73.1	775	2,208	60.8	1,342
Dallas	3,065	58.7	1,800	....	....	....	714	69.6	497	2,351	55.4	1,303
Daviess	4,128	68.5	2,827	....	....	....	1,607	75.8	1,217	2,521	63.9	1,610
DeKalb	2,953	74.4	2,202	39	84.6	39	1,060	78.1	828	1,854	72.0	1,335
Dent	3,145	60.7	1,882	963	81.9	788	287	41.6	119	1,895	51.5	975
Douglas	3,780	52.1	1,968	....	....	....	662	61.2	405	3,118	50.1	1,563
Dunklin	11,017	61.5	6,771	2,563	73.4	1,882	2,433	60.7	1,476	6,021	56.7	3,413
Franklin	9,216	71.0	6,534	2,478	89.7	2,223	3,176	77.1	2,447	3,562	52.3	1,864
Gasconade	3,428	64.5	2,207	....	....	....	1,716	82.8	1,420	1,712	46.0	787
Gentry	4,009	76.1	3,050	....	....	....	1,933	78.7	1,521	2,076	73.7	1,529
Greene	26,611	83.2	22,152	18,645	87.7	16,347	2,970	74.8	2,220	4,996	71.8	3,585
Grundy	4,893	77.6	3,795	2,279	86.3	1,967	733	68.2	500	1,881	70.6	1,328
Harrison	4,921	74.0	3,642	838	82.8	694	1,169	72.9	852	2,914	71.9	2,096
Henry	6,796	70.0	4,752	1,906	82.1	1,565	1,992	76.1	1,516	2,898	57.7	1,671
Hickory	1,886	61.0	1,151	....	....	....	491	68.9	339	1,395	58.2	812
Holt	3,668	76.6	2,808	....	....	....	1,815	75.4	1,369	1,853	77.7	1,439
Howard	3,836	70.2	2,691	871	75.6	659	1,150	75.0	862	1,815	64.4	1,170
Howell	5,944	57.7	3,428	1,159	80.3	931	1,204	67.3	810	3,581	47.1	1,687
Iron	2,530	51.8	1,311	....	....	....	1,232	56.9	701	1,298	47.0	610
Jackson	144,503	92.1	133,067	126,907	92.5	117,391	13,322	92.7	12,355	4,274	77.7	3,321
Jasper	23,491	80.8	18,989	16,587	84.2	13,974	3,555	75.0	2,665	3,349	70.2	2,350
Jefferson	8,790	80.1	7,037	3,609	89.2	3,218	2,329	83.3	1,939	2,852	65.9	1,880
Johnson	6,351	69.5	4,410	1,730	82.8	1,432	1,349	70.9	957	3,272	61.8	2,021
Knox	2,739	71.5	1,957	....	....	....	1,038	76.1	790	1,701	68.6	1,167
Laclede	5,038	58.2	2,929	1,502	76.6	1,151	538	53.5	288	2,998	49.7	1,490
Lafayette	8,035	74.8	6,009	2,674	79.0	2,112	2,320	78.8	1,829	3,041	68.0	2,068
Lawrence	6,935	70.1	4,863	1,406	78.6	1,105	2,189	76.4	1,672	3,340	62.4	2,086
Lewis	3,637	75.2	2,735	....	....	....	1,863	76.2	1,419	1,774	74.2	1,316
Lincoln	4,388	68.8	3,022	....	....	....	1,931	77.2	1,491	2,457	62.3	1,531
Linn	6,500	78.3	5,087	2,889	86.0	2,483	1,273	74.0	942	2,338	71.1	1,662
Livingston	5,136	79.8	4,099	2,239	87.2	1,952	723	69.1	499	2,174	75.8	1,648
McDonald	4,182	55.3	2,313	....	....	....	1,307	68.0	889	2,875	49.5	1,424
Macon	6,559	72.3	4,738	1,337	80.6	1,078	1,759	77.9	1,370	3,463	66.1	2,290
Madison	2,487	59.7	1,484	963	76.8	739	425	55.4	235	1,099	46.4	510
Maries	2,172	49.4	1,073	....	....	....	403	67.9	274	1,769	45.2	799
Marion	9,395	83.4	7,838	6,346	86.9	5,516	1,180	81.8	965	1,869	72.6	1,357
Mercer	2,625	73.5	1,930	....	....	....	828	75.8	628	1,797	72.4	1,302
Miller	3,915	61.0	2,387	793	79.2	628	710	67.1	476	2,412	53.2	1,283
Mississippi	5,710	51.8	2,955	1,409	65.1	917	1,140	55.4	632	3,161	44.5	1,406
Moniteau	3,422	66.6	2,276	782	81.1	634	822	72.8	598	1,818	57.4	1,044
Monroe	4,082	72.2	2,947	....	....	....	1,664	76.6	1,275	2,418	69.1	1,672
Montgomery	3,787	69.6	2,635	....	....	....	1,809	76.3	1,380	1,978	63.4	1,255
Morgan	3,046	58.7	1,784	....	....	....	1,110	69.9	775	1,936	52.1	1,009
New Madrid	9,349	54.2	5,066	....	....	....	3,757	59.7	2,243	5,592	50.5	2,823
Newton	7,975	68.3	5,452	1,830	84.9	1,553	2,086	68.0	1,418	4,059	61.1	2,481
Nodaway	7,375	78.5	5,790	1,816	88.6	1,610	1,915	73.9	1,414	3,644	75.9	2,766
Oregon	3,317	53.9	1,787	....	....	....	951	69.6	662	2,366	47.5	1,125
Osage	2,966	53.0	1,572	....	....	....	1,035	65.2	674	1,931	46.5	898
Ozark	2,600	44.8	1,164	....	....	....	330	53.6	177	2,270	43.5	987
Pemiscot	11,687	53.6	6,265	2,677	60.2	1,611	1,763	61.6	1,086	7,247	49.2	3,568
Perry	3,719	68.2	2,536	1,049	86.3	905	676	66.4	449	1,994	59.3	1,182
Pettis	9,870	78.3	7,731	6,277	85.2	5,349	744	66.6	495	2,849	66.2	1,887
Phelps	4,877	60.2	2,936	1,476	80.8	1,193	1,359	62.1	844	2,042	44.0	899
Pike	5,757	72.9	4,194	1,549	82.5	1,278	1,743	72.9	1,271	2,465	66.7	1,645
Platte	4,123	73.5	3,031	....	....	....	1,886	77.8	1,467	2,237	69.9	1,564
Polk	4,946	63.7	3,170	794	82.2	653	867	65.3	566	3,285	59.4	1,951
Pulaski	2,925	64.0	1,871	....	....	....	1,097	71.0	779	1,828	59.7	1,092
Putnam	3,251	68.2	2,219	....	....	....	1,094	71.7	784	2,157	66.5	1,435
Ralls	2,958	71.6	2,117	....	....	....	1,080	72.5	783	1,878	71.0	1,334
Randolph	7,644	78.7	6,013	4,151	88.8	3,684	1,384	74.8	1,035	2,109	61.4	1,294
Ray	5,559	74.1	4,119	1,326	81.6	1,081	1,406	76.3	1,072	2,827	69.5	1,966
Reynolds	2,185	43.3	947	....	....	....	713	49.6	354	1,472	40.3	593
Ripley	3,115	50.5	1,577	....	....	....	816	63.7	520	2,299	46.0	1,057
St. Charles	6,788	78.8	5,356	3,008	92.5	2,782	1,431	78.2	1,119	2,349	61.9	1,455
St. Clair	3,794	58.5	2,219	....	....	....	1,320	66.7	881	2,474	54.1	1,338
St. Francois	8,831	79.0	6,981	3,505	90.7	3,181	3,710	77.0	2,858	1,616	58.3	942
St. Louis	73,513	94.2	69,257	33,884	97.5	33,046	35,693	92.7	33,076	3,936	79.7	3,135

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Joplin	11,395	83.9	9,562
Kansas City	122,103	92.5	112,945
St. Joseph	21,716	87.5	19,002
St. Louis	234,872	93.0	218,457
Springfield	18,645	87.7	16,347
University City	9,007	98.8	8,895

(Continued on page 28)

PUT YOUR MONEY ON THE BLUE!

The Winning Radio Bet in the Golden Kansas City Market

KANSAS CITY DEALS IN MILLIONS!

$285,000,000 worth of merchandise is sold through Kansas City retail stores annually.

$112,000,000 worth of meat products are produced in Kansas City packing plants each year.

$69,000,000 are paid out annually to employees of Kansas City's wholesale and retail stores.

$47,000,000 are paid each year to employees of industrial manufacturing concerns.

$4,000,000,000 represent the approximate amount of wealth created in this area annually from livestock marketed, farm crops raised, and oil and minerals produced.

In Kansas City, there's a spot on the dial now being tuned in by more and more people every day—the favorite station of thousands who play a big part in making Kansas City one of the nation's greatest markets.

And this station is KCMO—the basic blue network station in this great buying area.

KCMO reaches the people you want to hear your message. And it does this with a degree of economy that will surprise you. For KCMO's popularity and KCMO's rates make this station the most profitable of all radio "buys" in this market.

Write us about the time that's available and the merchandising service that goes with it.

Wire, or call collect—
PHONE VICTOR 0900
Kansas City, Missouri,
for time availabilities.

5000 WATTS
KCMO
1480 ON YOUR DIAL

Basic Blue Network

CENSUS OF RADIO HOMES IN THE STATE OF MISSOURI

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population Urban, Rural-Nonfarm and Rural-farm: 1940

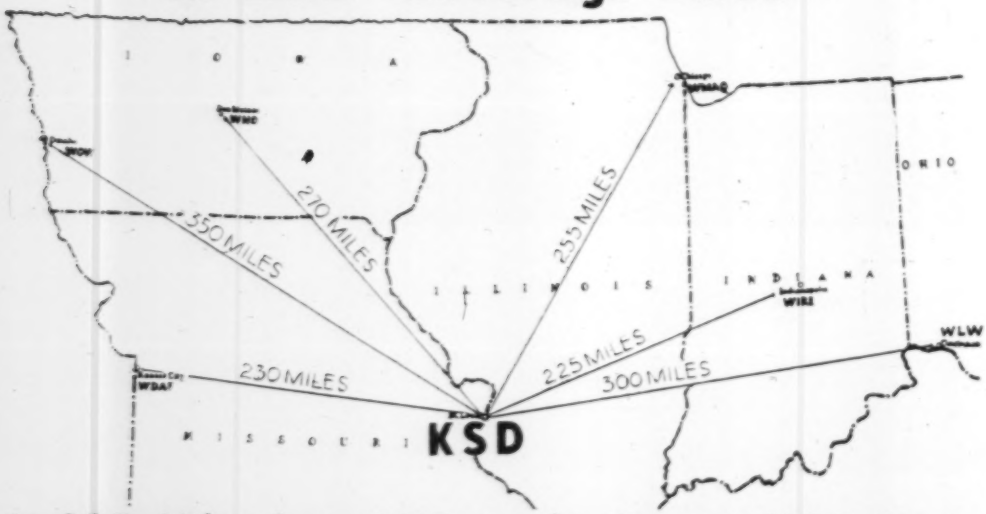
(Continued from page 26)

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	Radio	Radio Units	Units	Radio	Radio Units	Units	Radio	Radio Units	Units	Radio	Radio Units
St. Louis city	284,872	93.0	218,457	284,872	93.0	218,457						
Ste. Genevieve	2,644	66.6	1,759	689	93.1	642	627	65.6	411	1,328	53.2	706
Saline	8,188	74.9	6,130	8,552	83.6	2,968	1,532	74.0	1,134	8,099	65.4	2,028
Schuyler	2,046	79.3	1,624				829	81.0	672	1,217	78.2	952
Scotland	2,684	74.7	1,966				1,016	81.2	825	1,618	70.5	1,141
Scott	7,718	72.8	5,586	8,086	81.7	2,821	2,380	70.6	1,681	2,248	61.5	1,384
Shannon	2,848	49.3	1,403				964	53.0	511	1,884	47.4	892
Shelby	3,571	73.2	2,613				1,682	78.5	1,321	1,889	68.4	1,292
Stoddard	8,019	59.6	4,780	874	79.0	691	1,746	65.6	1,146	5,399	54.5	2,943
Stone	2,906	52.9	1,539				881	65.8	588	2,025	48.4	981
Sullivan	3,969	68.8	2,728				1,497	69.0	1,033	2,472	68.6	1,696
Taney	2,758	52.6	1,458				1,041	65.9	686	1,718	44.9	772
Texas	5,101	53.4	2,724				1,277	61.3	783	3,824	50.7	1,941
Vernon	7,086	70.0	4,962	2,608	81.0	2,108	1,161	70.0	812	3,331	61.3	2,042
Warren	2,212	62.5	1,381				812	78.0	712	1,300	51.5	669
Washington	4,119	46.4	1,910				2,509	46.3	1,161	1,610	46.5	749
Wayne	3,115	49.1	1,532				1,188	59.3	704	1,927	43.0	828
Webster	4,538	64.8	2,942				1,338	72.8	971	3,205	61.5	1,971
Worth	1,826	75.8	1,374				652	76.9	502	1,173	74.3	872
Wright	4,737	54.2	2,567				1,460	64.0	935	3,277	49.8	1,632
State Total	1,068,642	79.9	858,299	578,847	90.8	520,489	204,507	76.8	156,926	290,788	60.5	175,884

EXCLUSIVE OUTLET for NBC in ST. LOUIS AREA

KSD

No Basic NBC Network Competition in KSD Coverage Area



It Is 225 Miles from KSD to the Nearest NBC Station

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO ATLANTA SAN FRANCISCO HOLLYWOOD

WSNY, SCHENECTADY STARTING JULY 15

SCHENECTADY'S new local station, WSNY, will begin operation July 15 without any fanfare whatsoever, it was announced last week, with the outlet simply beginning at the usual morning hour and continuing on a regular schedule. The money that was to have been spent on elaborate opening ceremonies will instead be used to purchase war bonds, station officials said.

Staff appointments are just about completed with Winslow Leighton, of Leighton & Nelson, Schenectady agency and his partner George R. Nelson as president and executive vice-president, respectively, of WSNY. Other personnel selections [BROADCASTING, June 8] include Edward F. Flynn, former radio director of Leighton & Nelson, as program director, and Irving Beck, technician from WGY, Schenectady, chief engineer.

Although WSNY plans no immediate network affiliation, it has been announced that more than 70 local and national advertisers have already contracted for time.

Studios are in the Plaza Theatre Bldg. and the transmitter is a mile outside of Schenectady on a site near the Mohawk River. Standard Radio's transcription library service will be used as well as Associated Press News for news every hour on the hour.

WSNY was granted last February [BROADCASTING, March 2] to Western Gateway Broadcasting Corp. for 250 watts fulltime on 1240 kc. and represents one of the FCC's few new station grants since it adopted its policy of curtailing such construction for the duration.

Messrs. Nelson and Leighton hold 54.1% of the Western Gateway stock and the balance is owned by nine other business men and women with David A. Ter Bush, local insurance agent and member of the city's finance committee having the largest part, 10.1%.

KVOD, Denver, on July 1 went to fulltime with 5,000 watts on 630 kc. It is a BLUE outlet.

Audience Growth

Today, KWK's average daytime† audience is twice* that of a year ago.

This audience growth has been continuous during the twelve month period just ended.

† 8 a.m.—6 p.m.
* C. E. Hooper

ST. LOUIS
KWK Mutual Broadcasting System

XXXIII. CENSUS OF RADIO HOMES IN THE DISTRICT OF COLUMBIA

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population Urban, Rural-Nonfarm and Rural-farm: 1940

	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
District of Columbia.....	178,445	98.7	162,446	178,445	98.7	162,446	....	....	....	....	....	....

WOL ◆ WASHINGTON

"THE MAN WHO REALLY KNOWS HIS SPORTS"

1st in Sports

... BRINGS TO WASHINGTON EVERY MAJOR SPORTS EVENT AND WASHINGTON'S

Outstanding Sports Personality

Russ Hodges

Now Available for Sponsorship

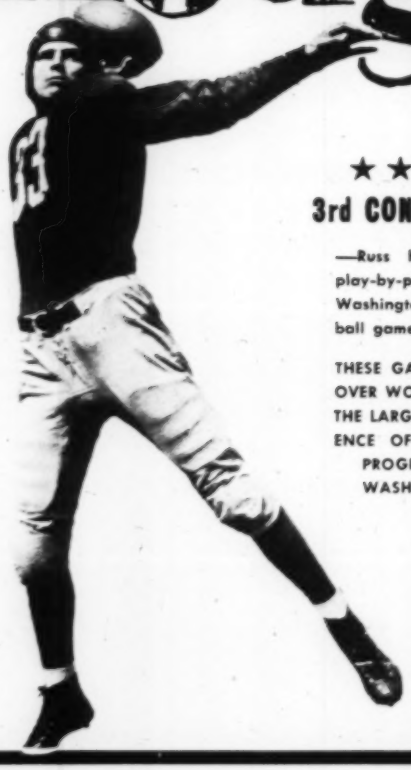
on WOL'S popular daily

"SPORTS RESUME"

6:00 - 6:15 P.M. - 6 Days Weekly

It is only natural that the station that brings to Washington the outstanding sports broadcasts, should also have the most popular sports announcer! Russ Hodges keeps the dials on WOL every afternoon from 1 to 5 P.M. with his daily Sports Page giving scores, results and winners. Now he is available for "across the board" sponsorship every week-day evening from 6 to 6:15 P.M. with his Sports Resume program. Already enjoying a sensational audience—here is a "natural buy" for an alert advertiser who has something to sell in America's No. 1 "Boom Town"! For rates and other information contact your advertising agency or—

WIRE OR PHONE JIM FISHBACK, Sales Mgr.



★ ★ ★ FOR THE 3rd CONSECUTIVE YEAR

—Russ Hodges will give a play-by-play description of the Washington Redskins Pro-Football games!

THESE GAMES — BROADCAST OVER WOL — HAVE ENJOYED THE LARGEST LISTENING AUDIENCE OF ANY COMMERCIAL PROGRAM BROADCAST IN WASHINGTON!

WOL

Washington's 24-Hour Station

Affiliated with

Mutual Broadcasting System

SPOT SALES, Inc. — Natl. Representatives

NEW YORK — CHICAGO — SAN FRANCISCO

XXXIV. CENSUS OF RADIO HOMES IN THE STATE OF ALABAMA

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population Urban, Rural-Nonfarm and Rural-farm: 1940

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Autauga	4,973	29.8	1,483	734	60.6	445	927	41.1	381	3,312	19.8	657
Baldwin	8,000	46.2	3,699	....	....	....	4,686	46.7	2,187	3,314	45.6	1,512
Barbour	7,857	29.2	2,291	1,781	42.0	748	1,560	42.2	659	4,316	19.1	824
Bibb	4,636	45.9	2,122	....	....	....	2,365	59.3	1,402	2,271	31.7	720
Blount	6,665	42.9	2,858	....	....	....	1,593	57.3	912	5,072	38.4	1,946
Bullock	4,673	20.6	951	949	46.8	444	514	38.7	199	3,210	09.6	308
Butler	7,392	31.9	2,345	1,323	53.6	709	1,844	35.6	657	4,215	23.2	979
Calhoun	15,091	58.8	8,830	8,466	66.6	5,637	3,004	58.0	1,744	3,551	40.8	1,449
Chambers	9,888	47.0	4,699	1,533	69.5	1,066	4,344	60.6	2,631	4,011	23.2	932
Cherokee	4,419	57.0	2,520	....	....	....	718	64.0	459	3,701	55.7	2,061
Chilton	6,585	43.4	2,851	1,044	61.4	641	1,330	44.9	597	4,211	38.3	1,613
Choctaw	4,574	22.3	1,021	....	....	....	1,187	33.9	402	3,387	18.3	619
Clarke	6,379	28.8	1,841	....	....	....	2,547	44.5	1,134	3,832	18.5	707
Clay	3,878	38.5	1,498	....	....	....	963	56.1	540	2,915	32.9	958
Cleburne	2,992	34.8	1,044	....	....	....	697	48.5	338	2,295	30.7	706
Coffee	7,311	37.1	2,718	1,220	54.0	659	1,148	48.0	551	4,943	30.5	1,508
Colbert	8,245	55.6	4,572	3,576	66.7	2,387	1,735	56.9	987	2,934	40.8	1,198
Conecuh	5,650	26.3	1,490	....	....	....	1,504	38.5	579	4,146	21.7	901
Coosa	2,971	35.5	1,057	....	....	....	930	48.7	453	2,041	29.6	604
Covington	9,970	40.8	4,688	3,513	54.1	1,901	1,319	44.6	589	5,138	31.1	1,598
Crenshaw	5,608	30.9	1,730	....	....	....	1,645	43.5	716	3,963	25.6	1,014
Cullman	10,690	54.5	5,825	1,385	77.6	1,075	1,151	62.1	714	8,154	49.5	4,036
Dale	5,396	39.4	2,100	1,004	50.8	510	790	47.2	373	3,532	34.4	1,217
Dallas	13,783	29.7	4,056	5,568	51.0	2,838	1,103	47.5	524	7,062	09.8	694
De Kalb	9,898	49.8	4,956	1,180	78.8	930	1,234	62.3	769	7,484	43.5	3,257
Elmore	7,755	41.1	3,189	806	67.2	541	2,124	57.0	1,211	4,825	29.8	1,437
Escambia	6,766	36.5	2,479	1,684	53.8	906	2,476	34.5	854	2,606	27.6	719
Etowah	17,197	68.2	11,739	10,517	77.6	8,160	2,226	59.8	1,332	4,454	50.5	2,247
Fayette	4,950	44.7	2,212	747	66.1	494	526	65.0	342	3,677	37.4	1,376
Franklin	6,090	44.2	2,690	895	63.4	567	1,168	57.1	666	4,027	36.2	1,457
Geneva	6,600	35.9	2,370	708	55.8	395	1,615	45.4	732	4,277	29.1	1,243
Green	4,720	14.2	671	....	....	....	866	37.2	322	3,854	09.1	349
Hale	5,952	19.2	1,138	....	....	....	1,250	45.1	564	4,702	12.2	574
Henry	4,857	32.2	1,568	....	....	....	1,239	47.1	584	3,618	27.2	984
Houston	11,161	46.4	5,200	4,458	57.8	2,578	1,297	44.5	577	5,406	37.8	2,045
Jackson	8,127	45.6	4,172	788	69.3	546	2,558	51.0	1,306	5,781	40.1	2,320
Jefferson	119,084	75.3	89,654	85,097	79.2	67,386	28,343	67.2	19,057	5,594	57.4	3,211
Lamar	4,401	43.2	1,903	....	....	....	1,030	58.7	605	3,371	38.5	1,298
Lauderdale	10,828	52.9	5,728	3,965	68.4	2,710	1,685	51.2	863	5,178	41.6	2,155
Lawrence	6,216	36.7	2,286	....	....	....	1,498	43.3	648	4,718	34.7	1,638
Lee	8,726	38.4	3,344	3,710	55.8	2,070	1,149	48.2	554	3,867	18.6	720
Limestone	8,042	41.7	3,356	1,172	73.1	857	805	38.6	311	6,065	36.1	2,188
Lowndes	5,364	13.2	707	....	....	....	783	36.0	282	4,581	09.3	425
Macon	6,354	25.5	1,631	1,042	57.8	603	756	52.6	398	4,556	13.8	630
Madison	15,325	54.9	8,412	3,482	67.3	2,343	5,045	64.3	3,243	6,798	41.6	2,826
Marengo	8,651	18.7	1,626	1,201	41.8	502	1,321	36.0	476	6,129	10.6	648
Marion	6,252	45.7	2,860	....	....	....	1,844	69.6	1,283	4,408	35.8	1,577
Marshall	9,713	55.2	5,367	2,041	71.5	1,459	1,080	70.2	758	6,592	47.8	3,150
Mobile	35,768	60.1	21,526	22,087	66.2	14,627	11,019	52.0	5,726	2,662	44.1	1,173
Monroe	6,446	28.5	1,847	....	....	....	1,926	44.4	855	4,520	21.9	992
Montgomery	29,520	53.8	15,879	21,932	62.9	13,805	1,999	49.4	987	5,589	19.4	1,087
Morgan	11,815	60.9	7,194	5,281	76.0	4,015	1,351	57.8	781	5,183	46.3	2,398
Perry	5,925	20.6	1,215	....	....	....	1,621	37.6	609	4,304	14.1	606
Pickens	6,259	33.1	2,078	....	....	....	1,610	53.4	860	4,649	26.2	1,218
Pike	7,757	36.1	2,806	2,087	53.8	1,097	1,114	49.4	550	4,606	25.2	1,159
Randolph	5,790	42.9	2,486	1,084	70.7	767	694	53.4	370	4,002	33.7	1,349
Russell	8,547	37.4	3,169	4,055	56.8	2,302	1,155	42.7	493	3,337	11.2	374
St. Clair	6,275	49.2	3,082	10	66.7	7	3,279	62.0	2,033	2,986	34.9	1,042
Shelby	6,797	46.6	3,170	....	....	....	3,878	52.8	2,047	2,919	38.5	1,123
Sumpter	6,381	18.5	1,202	....	....	....	1,887	41.0	773	4,494	09.5	429
Talladega	11,345	43.6	4,980	3,699	61.1	2,260	3,148	53.5	1,685	4,498	23.0	1,035
Tallapoosa	8,248	48.8	4,005	1,668	64.7	1,079	2,670	64.6	1,725	3,910	30.7	1,201
Tuscaloosa	17,469	52.4	9,168	7,441	63.3	4,707	4,440	52.0	2,310	5,588	38.5	2,151
Walker	14,718	56.8	8,358	2,426	63.2	1,532	7,751	59.6	4,616	4,541	48.7	2,210
Washington	3,566	26.9	958	....	....	....	1,620	29.3	474	1,946	24.9	484
Wilcox	5,957	17.4	1,034	....	....	....	1,375	36.3	500	4,582	11.7	534
Winston	4,037	45.1	1,812	....	....	....	1,167	67.9	792	2,870	35.5	1,020
State Total	673,815	49.4	332,776	227,309	69.7	158,305	157,226	54.5	85,651	289,280	30.8	88,820

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Anniston	6,697	65.8	4,404
Birmingham	71,798	79.6	57,157
Gadsden	9,300	78.4	7,287
Mobile	20,512	67.8	13,917
Montgomery	21,932	62.9	13,805
Tuscaloosa	6,556	63.4	4,158

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XXXV. CENSUS OF RADIO HOMES IN THE STATE OF KENTUCKY

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population Urban, Rural-Nonfarm and Rural-farm: 1940

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Adair	4,353	44.2	1,925	....	....	....	865	57.7	499	3,488	40.9	1,426
Allen	3,964	47.0	1,862	....	....	....	978	61.1	597	2,986	42.4	1,265
Anderson	2,404	72.7	1,746	....	....	....	791	77.9	616	1,613	70.1	1,130
Ballard	2,633	62.1	1,636	....	....	....	1,070	58.6	628	1,563	64.5	1,008
Barren	6,958	60.9	4,232	1,620	76.3	1,237	892	60.6	541	4,446	55.2	2,454
Bath	2,792	58.6	1,636	....	....	....	980	58.6	574	1,812	58.6	1,062
Bell	9,229	56.2	5,195	3,770	70.9	2,674	4,073	49.6	2,019	1,386	36.2	502
Boone	2,983	76.7	2,289	....	....	....	1,289	81.8	1,054	1,694	72.9	1,235
Bourbon	4,875	74.3	3,616	2,019	83.1	1,677	1,043	57.4	598	1,813	74.0	1,341
Boyd	10,956	83.0	9,087	8,538	88.5	7,557	1,601	64.2	1,027	817	61.5	503
Boyle	4,549	74.2	3,383	1,987	84.1	1,672	1,121	66.2	742	1,441	67.2	969
Bracken	2,550	73.2	1,866	....	....	....	982	77.7	763	1,568	70.4	1,103
Breathitt	4,637	22.2	1,030	....	....	....	798	51.0	407	3,839	16.2	623
Breckinridge	4,508	52.8	2,381	....	....	....	1,475	64.3	948	3,033	47.3	1,433
Bullitt	2,448	60.9	1,491	....	....	....	1,020	65.4	667	1,428	57.7	824
Butler	3,391	37.7	1,280	....	....	....	878	46.1	405	2,513	34.8	875
Caldwell	4,008	58.8	2,361	1,602	74.4	1,192	573	52.8	303	1,833	47.3	866
Calloway	5,202	59.8	3,118	1,109	76.5	849	835	64.0	534	3,258	53.2	1,735
Campbell	20,029	92.3	18,480	16,701	94.6	15,796	1,952	89.8	1,753	1,376	67.7	931
Carlisle	2,062	60.3	1,242	....	....	....	777	64.8	503	1,285	57.5	739
Carroll	2,388	70.9	1,692	849	78.6	667	493	64.6	319	1,046	67.5	706
Carter	5,284	51.8	2,738	....	....	....	2,169	62.2	1,349	3,115	44.6	1,389
Casey	4,258	39.3	1,672	....	....	....	645	41.4	267	3,613	38.9	1,405
Christian	9,195	54.9	5,061	3,482	65.8	2,290	1,871	53.7	1,004	3,842	46.0	1,767
Clark	4,976	72.1	3,592	2,666	75.6	2,015	471	58.4	275	1,839	70.8	1,302
Clay	4,527	33.7	1,530	....	....	....	933	47.7	445	3,594	30.2	1,085
Clinton	2,287	42.7	978	....	....	....	360	51.3	185	1,927	41.2	793
Crittenden	3,203	63.6	2,040	....	....	....	1,235	72.7	898	1,968	58.0	1,142
Cumberland	2,622	41.0	1,075	....	....	....	514	54.8	282	2,108	37.6	793
Daviess	13,556	75.9	10,299	8,351	84.4	7,045	1,345	66.9	900	3,860	61.0	2,354
Edmonson	2,557	44.3	1,132	....	....	....	626	56.5	354	1,931	40.3	778
Elliott	1,741	41.2	718	....	....	....	155	39.1	61	1,586	41.4	657
Estill	3,853	47.2	1,821	855	77.2	660	945	57.1	539	2,053	30.3	622
Fayette	21,044	81.9	17,249	13,849	79.8	11,057	4,982	88.8	4,425	2,213	79.8	1,767
Fleming	3,582	63.1	2,259	....	....	....	1,286	65.9	848	2,296	61.4	1,411
Floyd	10,457	57.7	6,031	....	....	....	6,332	67.7	4,288	4,125	42.3	1,743
Franklin	6,040	79.8	4,820	3,052	83.0	2,532	1,399	80.6	1,127	1,589	73.1	1,161
Fulton	4,080	62.7	2,559	1,013	78.8	799	1,459	59.4	867	1,608	55.6	893
Gallatin	1,188	59.4	701	....	....	....	509	68.9	351	679	51.5	350
Garrard	2,915	63.4	1,848	....	....	....	944	60.5	571	1,971	64.8	1,277
Grant	2,741	65.8	1,802	....	....	....	984	70.2	690	1,757	63.3	1,112
Graves	8,747	63.0	5,503	2,556	78.2	1,998	1,347	59.2	798	4,844	55.9	2,707
Grayson	4,361	42.4	1,847	....	....	....	1,119	60.8	681	3,242	36.0	1,166
Green	3,077	51.6	1,586	....	....	....	606	60.8	368	2,471	49.3	1,218
Greenup	5,456	63.4	3,463	....	....	....	3,213	77.8	2,499	2,243	43.0	964
Hancock	1,780	54.0	962	....	....	....	510	67.3	343	1,270	48.7	619
Hardin	6,091	61.4	3,740	1,061	78.5	833	1,819	66.7	1,213	3,211	52.7	1,694
Harlan	15,846	66.2	10,484	2,250	72.1	1,622	11,528	68.0	7,839	2,068	49.5	1,023
Harrison	4,243	74.2	3,144	1,486	80.9	1,202	505	61.5	311	2,252	72.4	1,631
Hart	4,320	50.3	2,172	....	....	....	1,066	59.7	637	3,254	47.2	1,535
Henderson	7,414	69.8	5,176	3,867	77.8	3,009	1,107	58.7	650	2,440	62.2	1,517
Henry	3,327	69.7	2,321	....	....	....	1,386	69.9	969	1,941	69.6	1,352
Hickman	2,442	58.9	1,440	....	....	....	725	63.0	457	1,717	57.2	983
Hopkins	10,321	64.6	6,667	4,116	76.7	3,157	3,113	61.6	1,917	3,092	51.5	1,593
Jackson	3,249	33.9	1,100	....	....	....	667	39.4	263	2,582	32.4	837
Jefferson	106,168	87.5	92,905	89,955	87.7	78,875	12,136	88.8	10,778	4,077	79.8	3,252
Jessamine	3,252	67.7	2,202	1,001	67.5	676	790	62.3	492	1,461	70.8	1,034
Johnson	5,527	50.7	2,800	....	....	....	2,635	64.3	1,694	2,892	38.2	1,106
Kenton	26,208	92.2	24,175	20,565	93.5	19,222	4,108	93.9	3,857	1,535	71.4	1,096
Knott	3,762	34.3	1,289	....	....	....	1,049	54.3	569	2,713	26.5	720
Knox	6,500	43.6	2,831	388	89.1	346	2,429	55.5	1,348	3,683	30.9	1,137
Larue	2,472	58.4	1,445	....	....	....	763	71.1	543	1,709	52.8	902
Laurel	5,460	45.1	2,462	....	....	....	1,781	56.6	1,009	3,679	39.5	1,453
Lawrence	3,747	45.6	1,712	....	....	....	1,213	56.0	679	2,534	40.8	1,033
Lee	2,280	42.0	957	....	....	....	838	49.4	414	1,442	37.7	543
Leslie	2,744	22.7	622	....	....	....	320	36.9	118	2,424	20.8	504
Letcher	8,102	57.2	4,642	1,948	85.0	1,655	3,384	58.9	1,993	2,770	35.9	994
Lewis	3,700	49.4	1,824	....	....	....	1,084	63.1	685	2,616	43.6	1,139
Lincoln	4,616	56.5	2,607	....	....	....	1,725	59.4	1,025	2,891	54.7	1,582
Livingston	2,399	54.5	1,307	....	....	....	810	55.8	452	1,589	53.8	855
Logan	6,090	57.2	3,486	1,170	67.7	792	1,053	65.4	688	3,867	51.9	2,006
Lyon	1,942	54.1	1,062	....	....	....	681	67.8	462	1,261	47.6	600
McCracken	13,462	71.3	9,595	9,607	73.0	7,011	1,669	71.5	1,193	2,186	63.6	1,391
McCreary	3,300	47.7	1,573	....	....	....	1,604	62.2	998	1,696	33.9	575
McLean	2,988	64.7	1,933	....	....	....	1,271	67.5	858	1,717	62.6	1,075
Madison	7,175	60.3	4,341	2,068	72.2	1,493	1,502	63.6	955	3,605	52.5	1,893
Magoffin	3,441	30.2	1,039	....	....	....	782	45.1	353	2,659	25.8	686
Marion	3,793	60.7	2,303	1,021	75.5	771	535	49.4	264	2,237	56.7	1,268
Marshall	4,379	59.4	2,601	....	....	....	1,963	70.7	1,389	2,416	50.2	1,212
Martin	2,056	34.0	699	....	....	....	626	45.3	284	1,430	29.0	415
Mason	5,096	73.2	3,730	1,917	80.0	1,534	1,427	66.8	953	1,752	70.9	1,243
Meade	2,185	60.5	1,322	....	....	....	764	62.0	473	1,421	59.7	849
Menifee	1,221	33.9	415	....	....	....	196	41.9	82	1,025	32.4	333
Mercer	3,932	72.1	2,835	1,399	73.1	1,022	525	65.3	343	2,008	73.2	1,470
Metcalfe	2,683	47.6	1,275	....	....	....	353	54.2	191	2,330	46.5	1,084
Monroe	3,258	49.2	1,604	....	....	....	681	58.4	398	2,577	46.8	1,206
Montgomery	3,204	62.6	2,007	1,465	72.0	1,054	567	39.0	221	1,172	62.5	732
Morgan	3,557	35.2	1,248	....	....	....	484	56.0	271	3,073	31.8	977
Muhlenberg	9,129	54.5	4,976	1,164	69.3	807	4,763	56.6	2,696	3,202	46.0	1,473
Nelson	4,184	64.0	2,678	805	79.6	641	1,075	62.8	675	2,304	59.1	1,362
Nicholas	2,393	71.2	1,705	....	....	....	859	70.8	608	1,534	71.5	1,097
Ohio	6,312	49.7	3,133	....	....	....	2,374	60.5	1,437	3,938	43.1	1,696
Oldham	2,096	71.8	1,504	....	....	....	997	76.8	765	1,099	67.3	739
Owen	2,998	64.0	1,917	....	....	....	753	66.3	499	2,245	63.2	1,418
Owsley	1,883	33.6	633	....	....	....	183	47.5	87	1,700	32.1	546

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Ashland	7,441	89.8	6,681
Covington	18,028	93.3	16,822
Lexington	13,849	79.8	11,057
Louisville	89,955	87.7	78,875
Newport	9,047	92.2	8,340
Owensboro	8,351	84.4	7,045
Paducah	9,607	73.0	7,011

(Continued on page 33)

CENSUS OF RADIO HOMES IN THE STATE OF KENTUCKY

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population Urban, Rural-Nonfarm and Rural-farm: 1940

(*Continued from page 32*)

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Pendleton	2,814	70.1	1,973	....	....	....	890	79.4	706	1,924	65.9	1,267
Perry	9,444	58.6	5,535	1,715	81.0	1,389	4,476	68.4	3,064	3,253	33.3	1,082
Pike	13,987	52.0	7,284	1,039	83.9	872	6,164	61.9	3,816	6,784	38.3	2,596
Powell	1,646	37.2	613	....	....	....	605	42.1	255	1,041	34.4	358
Pulaski	9,053	51.6	4,681	1,603	79.4	1,273	1,927	56.7	1,093	5,523	41.9	2,315
Robertson	948	69.5	659	....	....	....	225	72.8	164	723	68.4	495
Rockcastle	3,711	33.4	1,240	....	....	....	1,311	46.6	611	2,400	26.2	629
Rowan	2,731	54.9	1,500	....	....	....	1,309	68.5	896	1,422	42.4	604
Russell	2,984	39.8	1,187	....	....	....	581	44.2	257	2,403	38.7	930
Scott	3,942	73.3	2,892	1,398	77.6	1,085	617	62.6	386	1,927	73.7	1,421
Shelby	4,770	73.5	3,506	1,348	75.7	1,021	821	69.2	568	2,601	73.7	1,917
Simpson	3,123	59.8	1,868	1,144	67.0	766	124	45.9	57	1,855	56.3	1,045
Spencer	1,649	64.2	1,058	....	....	....	419	69.6	291	1,230	62.4	767
Taylor	3,381	59.5	2,013	....	....	....	1,250	68.6	857	2,131	54.3	1,156
Todd	3,717	47.7	1,771	....	....	....	1,467	54.5	799	2,250	43.2	972
Trigg	3,131	49.6	1,553	....	....	....	828	54.6	452	2,303	47.8	1,101
Trimble	1,443	67.5	973	....	....	....	271	73.2	198	1,172	66.1	775
Union	4,390	69.6	3,057	839	68.8	577	1,988	67.6	1,344	1,563	72.7	1,136
Warren	9,797	61.0	5,987	4,251	71.2	3,028	1,545	57.5	889	4,001	51.7	2,070
Washington	3,049	65.5	1,997	....	....	....	849	72.2	613	2,200	62.9	1,384
Wayne	3,734	39.3	1,466	....	....	....	985	46.7	460	2,749	36.6	1,006
Webster	5,374	57.1	3,066	1,340	63.5	851	2,179	60.9	1,326	1,855	47.9	889
Whitley	7,288	47.1	3,434	1,574	78.8	1,240	2,653	49.6	1,317	3,061	28.6	877
Wolfe	2,068	31.6	654	....	....	....	376	48.7	183	1,692	27.8	471
Woodford	2,971	73.7	2,194	760	81.5	620	917	62.7	575	1,294	77.2	999
State Total	698,538	65.3	456,633	238,283	84.0	200,161	179,890	65.7	118,144	280,365	49.3	138,328

AUTHOR'S LICENSE on parade as George Johnston, continuity chief of WNAX, Sioux City-Yankton, S. D., shows Don McLaughlin, staff member how to interpret a western role in his weekly *Monday Matinee*. Designed for "nuttin' but fun", the program is built around house talent—musical and otherwise—in addition to amateur musicians selected from high school bands.

WDGY To Fulltime

MODIFICATION of the license of WDGY, Minneapolis, to permit unlimited operation on 1130 kc. with 250 watts night and 5,000 to local sunset, was granted July 7 by the FCC. WDGY which has been operating with 500 watts nights, limited to Albuquerque, and 5,000 local sunset, had originally applied for a change to 500 watts at night, unlimited time. The Commission, however, granted the unlimited time at request for full night operation but with 250 watts.

GEORGE LASKER, creator of the *920 Club* over WORL, Boston, has opened offices at 501 Madison Avenue, New York. According to the announcement, he will spend three days a week in the New York office.

Women Write Most Stations' Fan Mail, Background Is No Index, Survey Shows

WOMEN write the most fan mail to radio stations and income, age and educational background, seem to have little effect on the frequency with which anyone writes to a radio station, according to conclusions reached in the fifth annual *Study of Radio Listening Habits in the State of Iowa*, conducted for WHO, Des Moines, by Dr. F. L. Whan, U of Wichita.

Since the questions of "who writes" and "why" have long gone unanswered an effort was made to supply the answers within the limits of the sample studied the survey declares. Based upon a properly distributed sample, 9,218 men and women throughout the state were interviewed by the personal interview method during the last two weeks in March and the first week in April by students from Iowa State College.

Offers Get Them

Of the women who admitted writing to a station, 16.3% said it was to enter a contest; 31% acted in response to an offer; 27.4% offered to make a purchase; 10.1% responded to a station plea and 13.6% were unsolicited. Among the men 16.7% wrote to enter a contest; 25% responded to an offer, 27.4% wanted to make a purchase; 12.2% responded to a station plea and 14.7% were not solicited.

Although the men lagged behind the women in letter writing their response on the basis of residence followed the same pattern. Results from farm sections show a higher response among men and women alike. Statistics for income and education appear to have no effect on inclination to write, the survey shows.

Since the question which turns up the data on reasons for letter writing is new to the questionnaire there is no comparative data available with which to determine any possible shift in reasons for letter writing, the survey concludes.

News Tops List

Available statistics on preferences for various types of programs reveals news broadcasts top the list showing an increase from 73.4% in 1941 to 80.9% in 1942. Informative broadcasts on the whole tend to show a general increase, whereas entertainment programs have fallen. In commenting on this change the survey says, "the war may or may not have been a contributing factor" but suggests the general shift away from entertainment is "possibly significant."

According to this survey men in the farm sections of the state, are best listeners with 92.5% compared to an urban audience of 86.7% and a village audience of 89.8%. This is not true with women, however, for the women in villages show first with 84.4% as compared with a farm preference of 83.6% and an urban liking of 77.4%.

The war's effect upon listening is also evident in the survey's data. Each person interviewed was asked if he listened to the radio for at least one 15-minute period of the day immediately preceding the interview. Since no interviewing was done on Sundays or Mondays results are an index of listening on weekdays only. For comparative purposes the same statistics available for 1940 are offered with 1942 figures to show possible effects of war upon listening. However, the survey cautions the figures for 1940 indicate listening upon the basis of Central Standard Time whereas the 1942 results were during Central War Time.

Early morning listening has increased since 1940, the survey shows, but listening, it was found, has fallen off among all audiences —urban, rural and farm during the periods from 8 to 12 a.m. and from 2 to 8 p.m. In all cases but that of city men, 12 to 2 p.m. and late evening listening has increased over 1940 figures.

Analyzing the five best liked types of programs among those interviewed, Prof. Whan summarizes his findings as follows: News broadcasts, 85.1%; comedians, 66.2%; popular music, 43.5%; audience participation, 41.7%; complete drama, 33.1% variety shows (without featured comedians), 32.2%; oldtime music, 24.5%; band music, 22.9%; religious music, 22.5%; market reports, 21.8%; sports broadcasts, 21.8%; serial drama, 18.7%; talks, comment, 17.7%; classical music, 15.4%; talks on farming, 13.1%; and devotionals, 12.4%.

Network favorites by days of the week: Sunday, *Walter Winchell* with 52.6%; Monday, *Dr. I. Q.*, 71.9%; *Tuesday, Battle of Sexes*, 78%; Wednesday, *Time to Smile*, 93%; Thursday, *Kraft Music Hall*, 61.5%; Friday, *NBC Waltz Time*, 43.3%; Saturday, *Your Hit Parade*, 30.9% (actually that day's top program was one of local origin, *Iowa Barn Dance* with 67.4%).

Containing 93 pages, the survey also provides information on station preferences in Iowa, station popularity at specific hours—day and night, correlation between reading and radio listening and between movie-going and radio listening, preferred network programs and stations heard regularly.

XXXVI. CENSUS OF RADIO HOMES IN THE STATE OF FLORIDA

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population Urban, Rural-Nonfarm and Rural-farm: 1940

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Alachua	9,892	51.1	5,076	3,767	69.1	2,603	3,440	47.6	1,639	2,685	31.1	834
Baker	1,506	32.4	488	....	....	....	1,015	32.8	333	491	31.6	155
Bay	5,477	59.2	3,240	3,177	64.2	2,038	2,116	53.0	1,121	184	43.8	81
Bradford	2,102	48.2	1,011	....	....	....	923	56.0	517	1,179	41.9	494
Brevard	4,918	63.0	3,097	1,785	65.9	1,177	2,393	59.9	1,433	740	65.7	487
Broward	11,660	66.2	7,714	9,249	71.1	6,578	1,915	50.5	967	496	34.2	169
Calhoun	1,968	32.1	632	....	....	....	1,297	34.0	441	671	28.5	191
Charlotte	1,126	60.8	684	....	....	....	1,041	61.2	637	85	55.6	47
Citrus	1,698	45.3	770	....	....	....	1,465	45.9	673	233	41.6	97
Clay	1,782	47.5	847	....	....	....	1,455	48.8	710	327	41.8	137
Collier	1,699	34.3	583	....	....	....	1,447	36.5	528	252	21.9	55
Columbia	4,190	35.5	1,522	1,637	59.1	967	937	19.9	187	1,616	22.8	368
Dade	75,934	84.8	64,382	60,844	87.4	53,166	13,509	75.7	10,230	1,581	62.4	986
De Soto	2,188	53.4	1,168	1,149	57.8	664	582	44.1	257	457	54.1	247
Dixie	1,881	40.2	755	....	....	....	1,761	41.1	723	120	26.9	32
Duval	55,165	76.0	41,893	46,421	77.7	36,053	7,303	67.7	4,941	1,441	62.4	899
Escambia	18,105	64.7	11,717	9,851	69.7	6,869	6,793	61.1	4,149	1,461	47.9	699
Flagler	943	37.0	349	....	....	....	699	38.9	272	244	31.7	77
Franklin	1,605	43.6	697	890	50.1	446	692	35.1	243	23	36.4	8
Gadsden	6,518	35.4	2,305	1,689	61.7	1,043	1,480	35.4	524	3,349	22.0	738
Gilchrist	1,037	30.3	314	....	....	....	350	31.8	111	687	29.5	203
Glades	827	43.4	358	....	....	....	587	43.7	256	240	42.6	102
Gulf	1,785	51.3	916	....	....	....	1,692	51.4	869	93	50.0	47
Hamilton	2,413	27.9	674	....	....	....	1,147	36.0	413	1,266	20.7	261
Hardee	2,700	48.9	1,322	788	67.3	530	619	38.9	241	1,293	42.6	551
Hendry	1,714	49.5	848	....	....	....	1,523	50.6	770	191	40.9	78
Hernando	1,592	47.7	759	....	....	....	1,040	52.5	546	552	38.6	213
Highlands	2,499	59.9	1,498	1,687	64.9	1,095	470	50.3	237	342	48.7	166
Hillsborough	49,860	73.3	36,540	32,000	76.4	24,451	12,325	73.5	9,054	5,535	54.8	3,035
Holmes	3,450	31.5	1,085	....	....	....	1,384	37.0	476	2,166	28.1	609
Indian River	2,563	58.9	1,506	895	75.1	673	1,126	47.1	530	542	55.9	303
Jackson	8,181	30.1	2,463	1,363	53.7	732	2,205	34.8	767	4,613	20.9	964
Jefferson	2,950	27.9	828	....	....	....	1,317	40.4	533	1,633	18.1	295
Lafayette	1,037	41.4	429	....	....	....	384	38.8	149	653	42.9	280
Lake	8,003	59.9	4,793	2,239	66.2	1,482	4,489	55.9	2,506	1,275	63.0	803
Lee	4,994	68.4	3,415	2,986	71.3	2,128	1,563	65.8	1,029	445	58.0	258
Leon	8,380	48.3	4,040	4,733	62.9	2,979	1,830	39.5	722	1,817	18.6	339
Levy	3,351	33.2	1,112	....	....	....	2,263	36.0	815	1,088	27.3	297
Liberty	946	26.6	252	....	....	....	666	26.1	174	280	27.7	78
Madison	3,960	32.3	1,279	784	43.5	341	905	34.4	311	2,271	27.6	627
Manatee	7,448	65.0	4,835	4,249	68.1	2,892	2,015	63.5	1,280	1,184	56.0	663
Marion	8,429	49.8	4,200	2,512	65.2	1,639	3,355	47.4	1,589	2,562	37.9	972
Martin	1,979	54.1	1,069	....	....	....	1,801	55.9	1,006	178	35.6	63
Monroe	3,975	65.0	2,584	3,515	67.2	2,363	366	52.4	192	94	30.9	29
Nassau	2,668	50.3	1,343	910	67.5	615	1,189	39.4	469	569	45.6	259
Okaloosa	3,057	41.0	1,254	....	....	....	2,043	43.7	893	1,014	35.6	361
Okeechobee	824	47.2	389	....	....	....	639	47.6	304	185	45.9	85
Orange	20,413	75.4	15,401	13,031	79.3	10,336	5,656	68.3	3,865	1,726	69.5	1,200
Osceola	3,202	63.4	2,028	953	69.9	666	1,818	61.7	1,121	431	56.0	241
Palm Beach	23,880	63.7	15,223	17,001	71.3	12,121	4,933	51.0	2,518	1,946	30.0	584
Pasco	4,255	55.9	2,380	785	55.5	436	2,267	56.7	1,286	1,203	54.7	658
Pinellas	28,970	82.4	23,872	23,868	83.1	19,829	4,295	79.9	3,431	812	75.4	612
Polk	23,971	63.9	15,315	13,151	69.6	9,148	7,792	57.3	4,463	3,028	56.3	1,704
Putnam	5,366	46.0	2,467	2,094	52.7	1,103	2,349	38.6	907	923	49.6	457
St. Johns	5,628	59.9	3,358	3,484	73.3	2,553	1,707	33.2	567	437	54.5	238
St. Lucie	3,316	58.4	1,780	2,195	59.1	1,298	410	49.9	204	711	39.1	278
Santa Rosa	3,808	37.5	1,428	....	....	....	2,459	36.8	905	1,349	38.7	523
Sarasota	4,658	71.4	3,324	3,253	76.6	2,491	1,177	60.0	706	228	55.6	127
Seminole	6,239	56.7	3,536	2,923	63.5	1,856	2,448	47.2	1,156	868	60.4	524
Sumter	2,953	44.5	1,316	....	....	....	1,817	47.0	855	1,136	40.6	461
Suwannee	4,113	36.6	1,511	893	68.7	613	887	30.6	271	2,333	26.9	627
Taylor	3,138	31.0	973	802	40.7	326	1,830	29.6	542	506	20.7	105
Union	1,254	31.3	393	....	....	....	636	37.1	236	618	25.4	157
Volusia	16,129	67.5	10,888	10,175	71.4	7,265	4,635	61.2	2,839	1,319	59.5	784
Wakulla	1,341	36.2	484	....	....	....	1,065	37.3	397	276	31.7	87
Walton	3,350	35.5	1,191	687	66.3	455	1,259	33.4	421	1,404	22.4	315
Washington	2,924	30.8	900	....	....	....	1,499	35.7	535	1,425	25.6	365
State Total	519,887	64.8	336,803	294,410	76.1	224,020	152,395	55.1	83,994	73,082	39.4	28,789

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Jacksonville	45,377	77.7	35,262
Miami	48,483	86.8	42,062
Orlando	10,742	81.3	8,731
Pensacola	9,851	69.7	6,869
St. Petersburg	19,920	84.6	16,852
Tampa	29,914	77.8	23,287
West Palm Beach	9,612	79.0	7,596

CUT YOURSELF A SLICE OF LAYER CAKE

WMBR
JACKSONVILLE

WFOY
SAINT AUGUSTINE

. . . Provide a two-layer medium of proved listener-popularity, iced with the best of CBS shows.

JACKSONVILLE'S Trading Territory

. . . . Offers Florida's richest market, layer upon layer of shipyard, factory, business and office workers, heavily iced by the enormous payrolls of Camp Blanding and the U. S. Naval Air Station, Jacksonville.

Cut yourself a slice of this great market by scheduling WMBR - WFOY

Extra Power For FLORIDA'S Center of Population

Coming soon

10,000 Watts

SOON ON 710 KC.

WFTL

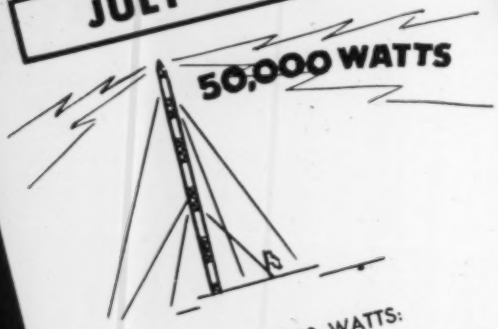
Affilated with M B S

Fort Lauderdale

Serving America's Tropical Wonderland from Miami and Fort Lauderdale

ONE YEAR OF *for* WBAL

JULY 9, 1941



WBAL GOES 50,000 WATTS:
BECOMES ONE OF AMERICA'S GREAT
RADIO STATIONS

OCTOBER 1, 1941

WBAL JOINS NBC-RED—THE NETWORK
MOST PEOPLE LISTEN TO MOST

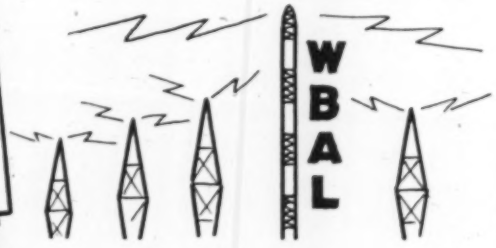
DECEMBE

AMERICA
"ALLOU
ITS FA
WAR

MARCH 1, 1942

WBAL APPOINTS EDWARD PETRY & CO.,
INC. AS NATIONAL REPRESENTATIVE

MARCH 12, 1942



POST CARD SURVEY (NBC-ALL COUNTY
METHOD) SHOWS WBAL *OVERWHELMINGLY*
FIRST AMONG LISTENERS

JUNE 1

WBAL STARTS AN ADVE
CAMPAIGN IN 19 NEWS
CITIES OF THE CENTRAL A
STATES PROMOTING YOU

XUM

SUPER POWER
N BALTIMORE!

Let's look at the record:

JANUARY 15, 1942

ANALYSIS OF MAIL RECEIVED FROM WBAL LISTENERS IN LAST 4 MONTHS OF '41 SHOWS 975% INCREASE OVER SAME PERIOD OF PREVIOUS YEAR

FEBRUARY 16, 1942

WBAL EMBARKS ON ONE OF THE GREATEST ADVERTISING CAMPAIGNS IN RADIO HISTORY—52 FULL PAGES IN BALTIMORE "NEWS-POST" (LARGEST EVENING CIRCULATION IN THE SOUTH) TO PROMOTE YOUR PROGRAMS

And, for the future, WBAL pledges:

1. Continued "All Out for Victory"
2. Entertainment and features bigger and better than ever
3. Ever-increasing listener and dealer acceptance of products advertised on WBAL

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., INC.

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and
Broadcast Advertising

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Post-War Radio

RADIO'S ROLE as a front-line combatant in this global war is an acknowledged and known fact. Aside from the propaganda front, where an old technique is being applied with new and ofttimes amazing effect, technical radio is being used in every phase of this grim business of modern warfare—as the nerve-center of every offensive or defensive maneuver. But the application of the electronic art hasn't scratched the surface of what's to come.

World War I, terrible as it was, gave to an unsuspecting world the art of radiotelephony, which became this billion-dollar industry called radio. The late Frank Conrad, Westinghouse scientist, in handling intricate military laboratory work wth "wireless", brought forth the developments which evolved into broadcasting.

It doesn't require crystal-gazing to envisage developments in the peace to come, stemming from electronics. What miracles have been performed in the laboratories in fashioning radio as an implement of modern warfare must await the end of the conflict and the subjugation of a ruthless, crafty and admittedly scientific and electronic-minded enemy. Results already attained in the microwaves and through adaptations of the vacuum tube are enough to indicate that the whole field of radio communications, visual and aural, public and private, will be revolutionized.

FM and television were on the threshold of commercial application when the Japs perpetrated the Pearl Harbor treachery. Their development was stopped cold for the duration. That they will resume with even greater impetus when the war ends seems obvious. Standard broadcast equipment, both in the public's and broadcasters' hands, will probably have reached the total replacement stage. Manufacturing plants will be primed for private production. There will be, in effect, a fresh start for broadcasting—whatever the systems and innovations developed in the military laboratories.

Lately, much has been heard of post-war prospects for radio. They refer to it as the "electronic age" or "electronic art". Three officials of the FCC—Chairman Fly, Commissioner Craven and Chief Engineer Jett—have told a committee of Congress about them. Col. David Sarnoff, president of RCA, chairman of NBC and one of the Army's top advisors on communications, who was "there" when standard broadcasting was born, discussed it the other day before a class of Signal Corps graduates. Engineers are aware of it and excited over the prospects. Radio's top flight engineers and consultants are in the thick of the microwave developments.

"We have entered a new age in scientific development which the future historians may describe as the electronic age," Col. Sarnoff said. "I foresee a new era which I like to term the 'electronic era,' the importance of which in modern social economics cannot be disregarded," said Comdr. Craven. "A huge new industry is possible—just the kind of lifeblood the nation will require after this war."

The job now, everyone realizes, is to win this war. Radio, without stint or thought of self-interest, is contributing. Radiomen will be ready, in the post-war economy, to fashion the electronic weapons of World War II into implements of public good and in the development of a more abundant life in world democracy.

A Natural Affinity

RADIO AND THE MOVIES enjoy a natural affinity, but bad boxoffices until recently caused a certain amount of resentment among producers and exhibitors toward their apparently more flourishing "competition". Now, however, with theatrical attendance at record levels, the stage and movie magnates are evincing considerably more interest in radio—and for their own sakes.

In this issue we publish a rather remarkable statement by the radio director of a New York advertising agency which tells how, during the last six months, it has radio-advertised more than 16 different Broadway productions with great results, adding what must be evident to the readers of the business news in this magazine—that radio has now also become a "must" expenditure for movie producers. Just in the last issue we reported that 20th Century-Fox, following a survey of attitude toward radio among its exhibitors, has decided to place a large part of its total budget in paid radio advertising; that Warner Bros. will furnish radio trailers to its exhibitors for local commercial placement; that Paramount has purchased half ownership of WCOS, in Columbia, S. C.

That's not all. From our correspondents and from stations in all parts of the country we are getting report after report of increasing time purchases locally by local theatre managers as well as nationally by the producers. They have at last found that radio is a natural medium for the promotion of their wares; indeed, MGM is even now using radio on a big list of New York stations for the promotion of the premiere of its Lou Gehrig picture, and after gauging results, will determine how far to go when it is released nationally.

There is no reason why these two great entertainment media cannot work hand in hand, especially since both have turned over their full facilities wholeheartedly in the common war cause. After all, Paramount once owned half of CBS: Warners still own and highly prize KFWB in Hollywood; MGM is affiliated with Loew's, which owns the 50,000-watt WHN, New York.

And when the war ends, look for a veritable rush toward the wavelengths by the movie people; we already have had evidence of their re-aroused interest in the operations phase of radio by their eagerness to get into FM.

Guestitorial

WAR-TIME ADVERTISING JOBS

Distributed at the recent AFA convention In New York was this compilation of what advertising can do in wartime:

IT CAN:

1. Help in the education and training of customers' personnel.
2. Help clear up misunderstandings among the users of your product.
3. Help industry with its ever-growing maintenance problem.
4. Speed technical information (or offer technical service) to the men directly engaged in war production.
5. Help retailers explain shortages and substitutions . . . help them prevent hoarding.
6. Help dealers promote conservation.
7. Keep industry up to date on new products and developments.
8. Keep industry advised of auxiliary attachments, improvements, better methods, new ideas for stepping up production on already-installed equipment.
9. Help retailers build up the service end of their business.
10. Help customers get started on sound planning for the future.
11. Help develop a better understanding of the lesser-known items in your line.
12. Help customers get the most out of what they *can* get.
13. Explain to customers what your distributors can do to help them.
14. Explain any change in price policy.
15. Help dealers select added lines.
16. Get your story into defense plants from which salesmen are barred.
17. Get your story into new companies which are unknown to you because of war-time censorship.
18. Help swing demand from scarce "special" items to more plentiful or standard items.
19. Help get war contracts.
20. Help reduce confusion and delays due to incorrect specification.
21. Help carry some of the load of overburdened sales-service departments.
22. Transmit any helpful information from where it is to where it is needed; *quickly, accurately* and *economically.*

We Pay Our Respects To —

CLARENCE LESTER MENSER

CLARENCE LESTER MENSER, NBC's national program manager, has long believed that the way to win a war is to fight. And since Pearl Harbor he has made "Let's Fight" the theme of NBC programming. For radio, Menser believes, is and should be used as an implement of war.

"Programs that promote apathy and complacency have been tossed out the window", he explains. "We have formulated a new technique to arouse a fighting spirit in our listeners. We realized there were many people who did not know when a chip had been knocked off their shoulders. They had to be reminded of the insult."

There you have the key to the temperament of the man charged with the responsibility of development of NBC's programs, a responsibility not to be underestimated now that America is at war.

"C. L.", as he is known to his associates, has a long record of radio pioneering. He originated many of radio's long-run programs. He helped develop the "one-mike" technique which gave radio broadcasting its third dimension. He led the campaign to banish the "shouting from the housetops" style of delivery for radio announcers, developing a more personal type of radio announcement. He brought back from Europe and Australia several new broadcasting ideas, including the "echo chamber", now widely used by NBC and other networks.

Among the original radio programs which Menser helped bring to the air were the Montgomery Ward *Bible Stories*, the Zenith *Telepathy Series*, the *Miniature Theatre* and the *Penrod* series.

Among the many long-time tenants of the air waves which he helped start on the road to fame are *The Goldbergs*, *Vic and Sade*, *Mary Marlin*, *Dear John* with Irene Rich and *Girl Alone*.

Clarence Lester Menser was born Oct. 22, 1893, in Culver, Ind. He went to Culver High School and then attended Heidelberg College, Tiffin, O., where he was awarded an A.B. degree. At the U of Michigan he won his A.M. degree. He taught first at Idaho Tech, in Pocatello, and then became assistant professor of speech at the U of Utah. Subsequently, he became professor of speech at Knox College, Galesburg, Ill.

During his years as a teacher, Menser acted and directed in stock during the summer months. Thus, when he saw the interior of his first radio studio as an NBC director, he had directed 100 full-length plays and some 400 one-act plays.

After a year in Europe studying the theatre and broadcasting, Menser joined NBC's New York staff November, 1929 as a dramatic director. Needless to say, the news that a college professor had taken over as a director created no little stir in radio circles on both sides of the mike, but Menser soon proved himself a man of refreshingly new ideas.

In 1931 Menser was sent to Chicago to organize NBC's production department there. He remained as a production manager and later program manager until March, 1939. At that time he became manager of the Chicago office of Gardner Adv. Agency. On Dec. 15, 1940, he rejoined NBC as national production director and in December, 1941 was elevated to his present post.

Menser is a man of great energy and drive, as the story of his Stinson four-passenger cabin plane will attest. He bought the plane without knowing how to fly. He hired a pilot to teach him and had his pilot's license in two months flat. The press of his radio duties has since forced him to forego both the plane and the pleasure of private flying.

The story of the beginning of the *Vic & Sade* program is a typical Menser yarn.

"I was getting sick and tired of external squabbles husbands and wives were continually having in radio scripts," Menser recalls. "The average script had husbands and wives fighting morning, noon and night. So, while in Chicago, I called in Paul Rhymer, a writer on our staff, and told him for heaven's sake to write something about two people, a husband and a wife, who actually got a kick out of life and enjoyed being married to each other. And so *Vic & Sade* came into being."

Tall, spare and soft spoken, Menser has had little time these hectic days in the radio industry for his favorite hobby—golf. He once shot a 78 but shoots mostly from there up to 95. C. L. was affiliated with several clubs in Chicago but cut his ties when he left that city. As soon as he can spare a few hours a week for relaxation he plans to join a club in New York.

In the inner councils of NBC, C. L. has a reputation for devastating wit, an acerbic brand of humor that often tarnishes some of the brightest of the bright boys at NBC staff meetings. He means nothing personal. He finds his biting humor one of the deftest of scalpels in getting to the bone of a problem.

C. L. can also keep a secret in an industry where secrets are no less public than radio programs. Practically no one but he and the bride, lovely Irene Sexton, knew about it when they were married last May 2 and slipped away for a brief honeymoon.

Personal NOTES

HERBERT H. WIXSON, account executive of Don Lee Broadcasting System, Hollywood, has been appointed commercial manager of KMPC, Beverly Hills. He has taken over the post vacated by Walter B. Davison, who joined KGO, San Francisco, in a similar capacity.

WARD D. INGRIM, commercial manager of KFRC, San Francisco, is the father of a girl born June 23.

HENRY LADNER, of the NBC legal department, has been invited to join the Twenty-Year Club, founded by H. V. Kaltenborn, NBC news analyst.

WALTER MAIER, salesman of WWRL, New York, for 13 years, has become an Ordained Minister of the Protestant faith. Prior to entering the radio industry, Maier studied for three years at the National Bible Institute.

ARTHUR HULL HAYES, general manager of WABC, New York, has been reappointed to the NAB sales managers executive committee as CBS representative.

JOE HUDDLESTON, sales manager of KIRO, Seattle, has been appointed chairman of Seattle's weekly bond-selling program sponsored by the local advertising and sales club.

WILLIAM EDWARD SHEA, formerly radio director and assistant account executive of Albert Frank-Guenther Law, New York, has joined the continuity department of WNEW, New York. He succeeds Bob Smock, now commercial writer with Young & Rubicam, New York.

T. H. MOORE Jr., commercial program director of WOR, New York, resigns July 13 to enter the Army.

SVEND A. BLANGSTED, press and information representative of the Canadian Broadcasting Corp., Toronto, and assistant to E. A. Weir, CBC supervisor of the Press & Information Department, has resigned, effective July 25.

JACQUES DESBAILLETS, senior commercial producer of the Montreal studios of CBC, who has been with the CBC overseas unit for the past two years, has returned from Britain to his post in Montreal.

MARK CRANDALL has taken leave of absence from the sales staff of KFEL, Denver, to serve as chief of the Denver Office of War Information. He is succeeded by Bill Conklin, formerly district manager for Oneida Community Ltd.

MOSES SMITH has resigned as director of the Masterworks division of Columbia Recording Corp., New York. Edward Wallerstein, CRC president, will handle Masterworks artist relations for the present, and Goddard Lieberson, musical director, will handle repertoire matters with Columbia artists.

MORTON SIDLEY, of the sales staff of KSFO, San Francisco, has been promoted to sales manager succeeding Haan J. Tyler who moved to Los Angeles to assume Weed representation of KSFO in that area.

T. H. MOORE Jr., commercial program director of WOR, New York, resigns July 13 to enter the Army. No successor has been named.

PHIL SHELLY, formerly salesman and producer of WCFL, Chicago, has opened his own talent booking agency, specializing in radio, in the Woods Bldg., Chicago.

FRANK STEARNS, formerly of WRAL, Raleigh, has joined the sales staff of WIND, Chicago.

ADE N. HULT, sales manager of MBS Chicago, has returned to his office after a two months absence due to illness.

J. M. MAY, formerly with WRAW, Reading, Pa., and WCBA, Allentown, Pa., has been named commercial manager of WBAX, Wilkes-Barre, Pa.

BILL SCHROEDER, sales chief; Cliff Daniel, program director, and Tom Thumb, salesman, of WCAE, Pittsburgh, are now taking flying lessons at nearby Butler airport.

GEORGE W. HART, former sales consultant of Ebasco Services, New York, has joined the Government contract service staff of the radio division of Western Electric Co., New York.

FRED HORTON, of the NBC sales department, reported last week for active duty as lieutenant in the Naval Reserve at Eighth Naval district headquarters, New Orleans.

ROBERT TINCHER, formerly manager of WNAX, Yankton, S. D., recently gained the rank of captain after completion of the course in officers' training and is now assigned to Ft. Meade, S. D.

WILLIAM E. WEBB, NBC director of institutional promotion, has returned to his desk after a months' sick leave.

ROBERT T. CONVEY, president of KWK, St. Louis, was recently honored with a dinner as retiring president of the Missouri Golf Assn.

A. A. PRESCOTT, formerly a newspaperman in Jackson, Miss., has joined the commercial staff of WSAZ, Huntington, W. Va.

JAMES G. PALTRIDGE, sales promotion manager of KGO, San Francisco, became the father of a baby boy recently.

WARD D. INGRIM, commercial manager of KFRC, San Francisco, recently became the father of a baby girl.

JOHN H. McNEIL, manager of WJZ, New York, last week was awarded a medal by Mayor F. H. LaGuardia of New York for his work in connection with the "New York at War" parade, held in June.

WILLIAM S. HEDGES, NBC vice-president in charge of the Stations Department, announces the marriage of his daughter, Helen Saxby Hedges, to Donald Meredith Kidder, of Chicago, on June 28, at Palmyra, Mo.

HAL RORKE, on leave from his duties as assistant publicity director of CBS, has been assigned to the public relations department of the Army Air Forces in Washington.

BYRON NELSON, formerly in the printing business, has been added to the sales staff of KGO, San Francisco.

FRANCIS HOWARD, former executive vice-president and space buyer of the Kremer & Howard Agency, Memphis, has joined the sales promotion department of the BLUE, as announced by Bert Hauser, BLUE sales promotion manager. Mr. Howard will work with salesmen writing presentations.

ROLL OF HONOR
WDAY Displays Photos of Its Men in Service

IN A CASE of natural wood, WDAY, Fargo, N. D., is placing 8 x 10 pictures of members of its staff as they join various branches of the service.

The case now contains pictures of the following men: Al Thorwaldson, newsman, now an instructor in civilian pilot training; Warren Savold, newsman and engineer, now a Government monitoring officer; Robert Dobbin, farm editor and announcer, now in officer's training in Miami; Henry Sheils, control engineer, now with the Signal Corps; Carol Smaby, studio pianist, in the infantry; and Donald Auman, musical director, at Camp Hulen, Texas.

The Roll of Honor case was originated and designed by Bill Dean, publicity director. Copies of the photos have been sent to mothers and sweethearts of the men.

GERHARD D. WIEBE, formerly of the Evaluation of School Broadcasts project of Ohio State U, has joined the program analysis division of the CBS research department. At the same time CBS has added to its sales promotion department Betty Marks, who has joined the staff of the program promotion division, Edward W. Side, as production manager, replaces Jan Coufall, resigned. Side was formerly production manager of the Blaker Adv. Agency, New York, Miss Marks was former continuity head of WINS, New York.

DON MILLER, formerly with *Esquire*, and previously with *Cosmopolitan* magazine, has joined the radio sales division of CBS

MISS EVELYN BLEWETT, former public relations counsel for Vick Chemical Co., New York, has been appointed to the staff of the Advertising Council to serve as project director, according to Dr. Miller McClintock, executive director. Her services are being contributed to the Council by Vick, for whom she recently handled a consumers' study in 36 key cities.

TRACY MOORE, BLUE Western Division sales manager, recently was given life membership in the Los Angeles Advertising Club and a gold watch upon termination of his duties as president.

Carl P. McAssey

CARL P. McASSEY, 60, Chicago BLUE Network salesman, died July 4 at St. Luke's Hospital in Chicago after a long illness. He was formerly on the sales staff of WCFL, Chicago, before joining the BLUE in 1937.

KGW-KEX CHANGES RESULT FROM WA

STAFF changes at KGW-KE Portland, Ore., have been a nounced by Arden X. Pangbo managing director, due to pers nel leaving for the armed forc

Succeeding Paul Connet, w has departed for a month's tra ing as a chief specialist in t Navy, Norman Sugg of the sa staff has been promoted to head that department. Arch Kerr, f merly a Chicago station repres tative, has also been added to sal

With Edward Anthony Brow continuity chief of KGW-KE being inducted into the Arm Kenneth Tillson has been elevat to that position. Replacing Till on the writing staff is Robe Lanouette, music librarian, who turn relinquishes her former dut to Charlottee Woodward. Two ne hostesses, Barbara Robinson a Marjorie Allingham, have join the stations.

Emil Corwin to Capital

EMIL CORWIN, magazine featu editor of the BLUE press depar ment on July 6 left the ne work to become coordinator of ra dio for the Dept. of Agriculture Washington. He has been with th publicity departments of NBC an the BLUE for eight years, an previously was a reporter for th *Springfield* (Mass.) *Republica* and Scripps-Howard newspaper Replacing him is Bert Schwart formerly in the publicity depar ment of WOR, New York.

Lt. Moffett Promoted

LT. HARRY L. MOFFETT, form er executive officer of the publi relations branch, Office of th Quartermaster General, has bee named chief of the branch, repla ing Lt. John S. Hayes, former pr gram director of WOR, New Yor who goes on duty elsewhere. Lt James T. Quirk, former assistan manager of WFIL, Philadelphia has been named to fill the executiv office under Lt. Moffett.

ARCH OBOLER'S NBC series, *Plays for Americans*, recently concluded, is now being edited for publication in book form by the Assn. for Educatio by Radio. The anti-Nazi dramas wer both written and produced by Obole on NBC.

HELLO, SCHENECTADY!
this is WSNY!
Boomtown America's Own Local Voice

Dedicated to National Victory! • Devoted to Community Service and Advancement!

WSNY, SCHENECTADY . . . A PURELY LOCAL STATION
Designed to Meet the Specific Needs of This Important Beehive-Busy Market

Six-Star Program Planning

★ The Best of Local Features . . . Our listeners' friends and neighbors on the air. Expertly produced, showmanly home-town shows!

★ The Tops in News—AP News . . . 24-hour service . . . news every hour on the hour. Edited and delivered by the nationally famous news commentator, COLONEL JIM HEALEY!

★ The Tops in Sports . . . Edited and delivered by DICK CONNERS, area correspondent for "The Sporting News," the Bible of Baseball.

★ The Best of Music . . . From classics to pop, opera to hillbilly . . . the best musical libraries artists can build and money can buy.

★ Planned Programming . . . Intelligent local SHOWMANSHIP goes to work to provide the best balanced program schedules, day and night, for ALL members of the family.

★ Attention, Mr. Timebuyer . . . A New Break for the Advertiser! Boom Market! Lowest Advertising Rates Outside the Sahara Desert! No Contracts . . . No Stuffy Policies . . . No Foolish Rules! IT'S EASY TO DO BUSINESS WITH WSNY!

★

Yes, on July 15th, you will hear for the first time . . .

RADIO STATION WSNY
SCHENECTADY
Studios and Offices, Plaza Theater Bldg. Phone 3-3622
250 watts — 1240 kilocycles
OPERATING DAY AND NIGHT

★

WSNY Personnel Possesses the KNOWHOW to Accent SHOWMANSHIP in COMMUNITY RADIO!

WSNY

WJBK
DETROIT'S LEADING INDEPENDENT STATION

Carries a larger volume of national advertising than any other station of its power.

250 WATTS...24 HOURS A DAY

WJBK

BEHIND the MIKE

JACK STEVENS, sportscaster formerly heard on the MBS program *The Inside of Sports* will take over the 7:50-8 p.m. sports period, on WNEW, New York, on Tuesday, Thursday and Saturday, replacing Tim Cohane and Dan Daniel, newspaper sports reporters who completed a 13-week cycle last week. Edelbrau Brewery, Brooklyn, continues as sponsor of that period, as well as the Monday, Wednesday and Friday sports broadcasts of Bob Considine.

ARTHUR AMADON, chief announcer of WMUR, Manchester, N. H., is the father of an 8-pound boy, Dean Charles. Alan Jasper and Armand LaPointe, announcers of WMUR, have assumed the duties of the continuity department.

DON KNEASS, chief announcer of KGW-KEX, Portland, Ore., has been designated as special assistant to Virgil Smith, news editor. Kneass edits four 15-minute daily newscasts and broadcasts five, under the title, *Kneass with the News*.

DAVID BANKS, formerly with WMPS, Memphis, has returned to WWL, New Orleans, to replace Al Godwin.

VIRGINIA OHLANDER, in charge of KOWH, Omaha, traffic department, has returned to work following her marriage to John J. Van Hoozer, reporter-photographer of the *Omaha World-Herald*.

RAYMOND SCOTT, conductor-composer who has recently been on tour, is returning to CBS Aug. 16 to conduct a new series of musical programs.

STAN SHAW, conductor for the last seven years of the *Milkman's Matinee* program on WNEW, New York, has been released from his contract with the station, effective July 15, to be succeeded by Jack Lescoulie, his assistant. Lescoulie is currently training for the Army Reserve Signal Corps, and will probably be called for active duty in about nine months.

JOHN ALLEN, formerly of KVWC, Vernon, Tex., and Lynn Cook formerly of KFEL, Denver, Col., have joined the announcing staff of KOB, Albuquerque, replacing Charles Barrington and Marion Nichols.

FRED MILLER, has joined WTRY, Troy.

STUART MacDONALD, formerly of CJKL, Kirkland Lake, Ont., has joined the announcing staff at CHML, Hamilton, Ont.

BETH BARNES, U of Alabama graduate, has joined the production and continuity staff of WSB, Atlanta. Louis Enns has joined the *WSB Barn Dance* and Bill Sturgess the WSB clerical staff. Cotton Carrier, m.c. of the *Barn Dance*, has joined the armed forces.

ROBERT MANN, formerly of WJHP, Jacksonville, Fla., has joined the announcing staff of WFBM, Indianapolis, and Jack Duvall, from the New York legitimate stage, has been added to the WFBM continuity department.

DICK TERRY, Hollywood announcer, and June Preisser, film actress, were married at Las Vegas, Nev., on June 28.

BAXTER GOETING has joined KQW, San Francisco, as news commentator.

FRANK BINGMAN, NBC Hollywood announcer, is commentator on a new Navy film short being produced by Walt Disney Productions.

CHRISTOPHER CROSS, formerly general manager of Timely Service, New York, a retail merchandising and publicity service, has joined MBS as assistant to Lester Gottlieb, publicity director. Cross served at one time as advertising and publicity director of Trimfit Hosiery Mills, New York, and replaces Bert Schwartz, who has joined the BLUE press department.

BETTY TODD, formerly scriptwriter, producer and director of WBT, Charlotte, has joined the production department of CBS as an assistant director.

DICK CREEDON, Hollywood radio and film writer, in that capacity has joined the staff of the weekly CBS *Hollywood Showcase*, sponsored by Richard Hudnut Inc.

JACK DOUGLAS, Hollywood writer, having completed an assignment on the MGM film, "Whistling in Dixie," has joined staff of the CBS *Tommy Riggs-Betty Lou* program, sponsored by Lever Bros. Co. as a *Burns & Allen Show* summer replacement.

LEROY ZIEGLER, NBC Hollywood photographer, has been called to active duty in the Army Signal Corps as corporal.

Berlin Bound

AS a compliment to Harry W. Flannery, CBS Hollywood commentator and author, the flagship of a B-25 bomber fleet of planes was named after the title of his book, *Assignment to Berlin*. Book recounts Flannery's experiences as a CBS Berlin correspondent.

ERIC R. DANIELSON, staff member of NBC-Chicago for 12 years, has been appointed day program traffic supervisor, succeeding Frank R. Golder, who has transferred to the studio engineering department.

MRS. RUTH MOODIE, formerly of Crossley Inc., New York, has joined the research department of CBS.

IRENE KUHN, of the NBC promotion department, has been named coordinator of program promotion, a new title conferred by Charles B. Brown, NBC promotion head, to give a better indication of the nature of her job.

RAY McCAY, formerly of WORD, Spartanburg, S. C., has joined the announcing and news staffs of WATL, Atlanta.

ENSIGN CLAIR CALLIHAN, former announcer of KSD, St. Louis, will do special radio work for the Seattle Navy Yard.

MIKE CONNER, former announcer of WMIN, St. Paul, and Myron Wallace, Chicago freelance announcer and radio actor, have joined the announcing staff of the *Air Edition of the Chicago Sun*, to start operation shortly on WHIP, Hammond.

RONALD DAWSON, formerly production manager of the West Virginia Network, has joined the cast of CBS *Helen Trent* and the acting staff of WBBM, Chicago.

ELMO ISRAEL, former scriptwriter and producer of WSB, Atlanta, has taken leave from Army duties to handle radio promotion and programming in connection with the United War Work Fund drive in Atlanta, July 7-17.

GILBERT SIMON, promotion manager of WKBN, Youngstown, has assumed the combined duties of director of promotion and publicity.

WFBC announces the completion of its new directional antennae system, and the inauguration of 5,000 watts day and night. This makes WFBC South Carolina's most powerful broadcasting voice.

WFBC

GREENVILLE, SOUTH CAROLINA

NBC RED NETWORK-KEY STATION, BLUE RIDGE NETWORK

GEORGE MICHAEL, former announcer of the *920 Club* of WORL, Boston, now stationed at Camp Lee, Va., married Mildred Ham July 6. Alan Keyes, formerly chief announcer of WHLS, Port Huron, Mich., has jointed the announcing staff of WORL.

LEE BLOOMGARDEN, former NBC and CBS scriptwriter, is now enrolled at a Navy radio school at Newport, R. I.

GILBERT WALES, foreign correspondent formerly with the *Chicago Tribune, New York Herald Tribune* and INS, has joined KPO, San Francisco, as commentator.

WILLIAM RODDY, former announcer of KHUB, Watsonville, Cal., has joined KPO, San Francisco.

DON MARTIN, manager of the news bureau of KGO, San Francisco, became the father of a baby boy recently.

Cash in..

ON THE BIGGEST

NEWS-NAME IN RADIO

on your own station .. for your own sponsor .. at your own rate

"The best reporter ever to take to the airlanes" —says a leading trade publication! "A *must* on your radio schedule"—quotes the radio editor of a large metropolitan daily! Every night, Monday thru Friday, Fulton Lewis, Jr. commands an audience of millions on 165 Mutual stations, representing a larger number of sponsors than any other radio personality. You're really missing the best bet of the year if you haven't sold Fulton Lewis, Jr. in *your* town. It'll prove the easiest selling job and the most resultful program you've ever had the pleasure to offer. Get busy *now*—he's yours to sponsor at only your *one time* quarter hour rate *per week*! WIRE, PHONE or WRITE to WM. B. DOLPH, WOL, WASHINGTON, D. C.

ORIGINATING FROM **WOL** WASHINGTON, D. C.

Affiliated with the MUTUAL BROADCASTING SYSTEM

RICHARD GOGGIN, director and producer of WABC, New York, is spending his vacation teaching radio acting and producing at the summer dramatic school of the Woodstock Playhouse, Woodstock, Mass. He returns to WABC July 20.

MAYNARD STITT has resigned from the special events division of NBC to join the Institute for Public Relations to do publicity work.

FRANK BARTON, announcer of KPO, San Francisco, has been transferred to the Hollywood NBC studios replacing Hal Gibney, who enlisted in the Army.

JAMES FINLAY, producer of the CBC Toronto studios, became the father of a baby girl on July 1.

JAMES WHITAKER, announcer of WWVA, Wheeling, W. Va., has been inducted into the Army. Willard Scott, also an announcer, is now a flying cadet in the Army Air Force and has reported for flight training in California.

VAL CLARE, newscaster of CKLW, Windsor-Detroit, will address the Lions Club of Chicago on July 16.

BUDD LYNCH, former sportscaster of CKLW, Windsor-Detroit, is now on active service with the Canadian Army.

LYLE VAN, NBC announcer, is pinch-hitting for Bill Stern, NBC sportscaster and director of sports, on the daily NBC sports program while the latter is on a two-week vacation.

TED FEN, of WBML, Macon, Ga., on July 13 joins WGST, Atlanta, as an announcer.

ALAN CHARLES, announcer of WIBG, Glenside, Pa., left July 7 for Army service. He is replaced by Lew Rogers, former staff announcer, returning to the station from Newfoundland.

VERN HANSEN, announcer of WGN, Chicago, for the last six years, on July 12 joined WJSV, Washington.

WILLIAM RODDY, of the KPO, San Francisco, guest relations staff, has been promoted to announcer.

BILL BROOKS, formerly of WHBL, Sheboygan, Wis., has joined the announcing staff of WOSH, Oshkosh, Wis.

CHARLES HOLT, formerly program director of WCBI, Columbus, Miss., has joined WCOV, Montgomery, Ala.

EARL McCARRON, program director of CKCW, Moncton, N. B., is the winner of a song-writing contest conducted in Canada by *Blended Rhythm*, a program sponsored by Buckingham cigarettes. The winning tune, "Lament of the Wind and the Rain," will be published shortly by the Southern Music Co., New York.

CHARLES VICTOR, announcer of WGN, Chicago, recently on leave in Hollywood to play in the RKO picture "Sweet or Hot," entered the Army July 3.

JOSE RODRIGUES, KFI-KECA, Los Angeles commentator, is conducting a Spanish class for staff members.

TRUMAN BOARDMAN, Hollywood radio writer-producer, is handling script of Universal Pictures screenplay, "Arabian Nights."

MORTON CARL JAMPEL, announcer of WFDF, Flint, Mich., has joined the NBC publicity department.

JOHN MITCHELL, formerly of the BLUE mailroom staff and onetime instructor in drama at Missouri U and at Northwestern U, has been appointed a member of the BLUE script-writing staff. He replaces Edward J. Gilmore Jr., who has resigned to join the Navy.

Meet the LADIES

LAVINIA S. SCHWARTZ

PLANNING and supervising production of all public service programs of CBS-Chicago is the job of Lavinia S. Schwartz, midwestern educational director of the network. Besides that, she looks after a daughter at Mills College in California, a son in high school and another son, 16, a student at the U of Chicago.

Starting with WBBM, Chicago, in 1938, Mrs. Schwartz was already known throughout the city for originating an "invisible hostess" entertainment service and talent bureau, as well as for her accomplishments in social welfare groups and the School Broadcast Conference. Recently she was appointed public service consultant for the 6th Civilian Defense Region of OCD.

A Vassar graduate with Phi Beta Kappa honors, Mrs. Schwartz is responsible for supervision of WBBM originations of religious, literary and public affairs programs on CBS and local civic service broadcasts including the City Library and Park District program, a dramatic serial of the Council of Social Agencies, and special civilian defense programs.

CARL E. WIENINGER, director of the record department of KPO, San Francisco, has written a new song, "Stay On Your Toes, America," which has been heard several times on the air on the coast.

The Twin Port Cities of

DULUTH-SUPERIOR

BUY 12.7% MORE CLOTHES

than

FT. WORTH!

KDAL

Duluth, Minnesota

Oxarart, Morton Raised In CBS West Coast Shifts

FRANK OXARART, veteran agency and radio executive, formerly with KQW, CBS key station for the San Francisco area, has been named San Francisco manager of

Mr. Oxarart

Mr. Morton

Radio Sales Inc., CBS spot sales subsidiary. He replaces Chet Doyle, now in the Army.

J. A. (Arch) Morton, former commercial manager of KIRO, Seattle, has been appointed assistant to Donald W. Thornburgh, CBS Pacific Coast vice-president. He replaces William E. Forbes, named new general manager of WCCO, Minneapolis, and will be quartered in Hollywood. In his new position, Mr. Morton will be in charge of network sales service and assist Mr. Thornburgh.

Noyes Named by NBC

NORMAN NOYES, of NBC's Hollywood office, has been appointed coordinator of national spot sales for the network's Western Division, it was announced last week. Mr. Noyes will be in charge of the division's spot sales activities, with the exception of the San Francisco area, Oregon and Washington, which will be under the direction of Thomas Ray, Jr. of the NBC San Francisco offices. With these appointments, the former duties of Sydney L. Dixon, who died suddenly June 23 [BROADCASTING, June 29], will be divided.

Bakers Continue Spot

IN LINE with the general trend of baking companies to continue spot broadcasting through the summer, Ward Baking Co., New York [BROADCASTING, June 22], has started thrice-weekly participations on Adelaide Hawley's *Women's Page of the Air* on WABC, New York, for Ward's and Tip Top bread and cake. At the sme time, Continental Baking Co., New York, announces an increase in the use of spot announcements for its local bakers. J. Walter Thompson Co., New York, handles the Ward account, and Ted Bates Adv., New York, is the agency for Continental.

Join Directors Guild

NEW MEMBERS recently admitted to the Radio Directors Guild, New York, making a total membership of 48, are: Homer Fickett and Kenneth Webb, BBDO; Carlo De Angelo, head of radio production, Sherman & Marquette, Chicago; Chick Vincent, free lance; Don Bernard and Larry Holcomb, William Esty & Co., New York; Jack Johnstone, Biow Co., New York; Tom Riley, NBC; John Dietz and Clinton Johnston, CBS, and Bill Rousseau, Transamerican Broadcasting & Television Corp.

You Can DOMINATE A $2,000,000,000 PLUS MARKET...

using WOW'S 590 KC.

WITH 5000 WATTS DAY and NIGHT

WOW'S favorable wave-length, adequate power, and exclusive NBC network affiliation, offer spot advertisers MOST for their money.

WOW

ONLY NBC STATION IN NEBRASKA

★ Omaha ★

OWNED AND OPERATED BY THE WOODMEN OF THE WORLD LIFE INSURANCE SOCIETY

John J. Gillin, Jr., Gen'l Mgr. - John Blair Co., Representatives

Corwin Prepares Series Of Plays From London

NORMAN CORWIN, CBS writer-producer, who has been planning a visit to England to direct a special series of programs in cooperation with the BBC [BROADCASTING, May 18], has arrived in London, according to CBS, and on July 27 plans to start a series of seven Monday evening broadcasts on CBS, 10-10:30 p.m. (EWT), to tell the United States how British citizens are reacting under war conditions.

Mr. Corwin will write and direct the programs, while Edward R. Murrow, chief of the CBS European staff, will produce the broadcasts and serve as narrator. Also in London arranging details with the BBC is Lindsay Wellington, chief of the BBC in New York.

Commercial British Radio Is Possible In Post-War Era, Declares Fergusson

THERE IS a "definite possibility" that broadcasting in England after the war may become commercial, at least on a basis supplementary to the present system of Government - controlled radio, according to William B. B. Fergusson, managing director of Lord & Thomas Ltd., London, now in New York to study the advertising picture in this country under wartime conditions.

Mr. Fergusson

Mr. Fergusson did not go deeper into this commercial possibility for English radio, but did stress radio's usefulness during the war as the best possible medium to make for better understanding between the United States and Great Britain.

Will Contact Networks

Primarily to further this idea, he plans while here to contact the networks, as well as large companies using radio, to suggest ways in which special programs might be set up to clarify the English viewpoint to American listeners.

He cited extreme interest of English listeners in the BBC presentations of the Jack Benny and Bob Hope programs, transcribed by NBC without commercials, and broadcast in England on a regular weekly basis.

Mr. Fergusson, in addition to his executive duties at Lord & Thomas, is a member of a special radio panel, which acts in an advisory capacity to the BBC. Together with a "listener's" panel, made up of English radio listeners, the group is "rather equivalent to the American Crossley system," Mr. Fergusson said.

More American Programs

The general feeling toward BBC programs, the Lord & Thomas executive said, indicates considerable room for improvement, especially in dramatic and variety types. If the BBC were to present programs keyed to the American style as well as incorporate more American broadcasts, it would be a definite step toward a better allied sentiment between the two nations, he said.

Along this line, Mr. Fergusson suggested that it might be well for America to tell the British people how it is backing them in the war effort, and that radio is one of the best means of doing so. As an example, he cited Bob Hope show originating from Army camps, the soldiers cheering in the audience being one of the clearest ways of picturing the tremendous scope of the American training program.

Since the British people no longer hear anything but Axis-controlled propaganda broadcasts from stations in continental Europe, the BBC has made an effort to fill the gap left by the cessation of commercial programs on those stations, Mr. Fergusson added.

No Advertising Changes

Asked whether there have been any noteworthy changes in the general advertising picture in wartime England since the release in February of this year by Lord & Thomas of the brochure *What is Life Like . . . With the Enemy Less Than 20 Minutes Away* [BROADCASTING, Feb. 16], Mr. Fergusson stated the British Government continues to place 10% of the paid space available in newspapers. The ads continue to instruct and advise the people, serving "more as a guide than a stimulant," while the whole volume of advertising remains on a steady basis, although the demand to advertise still exceeds the available space supply, he said.

Advertising agencies with business in general still face a difficult problem of personnel, Mr. Fergusson noted, it being practically impossible sometimes to find "the right man for the right job." He praised highly the British Government's methods of placing various advertising campaigns with agencies.

Government Sponsorship

Asked whether he thought it would be advisable for the American Government to promote wartime activities with paid advertising Mr. Fergusson replied that in his opinion the government should sponsor vital projects. In England such action has raised the standard of advertising, he said, and has inspired public support through a simple, straightforward way in which necessary facts are presented to the people.

One innovation in the last few months which is already affecting advertising and will doubtless affect post-war advertising, is the introduction by the British Government of a "zoning system" whereby manufacturers may sell their products only in prescribed districts near their own plants. In explaining, Mr. Fergusson said biscuit manufacturers already are confined to distribution in certain areas and he declared the system will doubtless spread rapidly because of transportation difficulties.

MORNING AND NIGHT listener of WDAY, Fargo, from the day it opened, is the claim of Mrs. Julia Zillgitt of Fairmont, N. D. Visiting the studios recently, she presented the staff with a flag which she had crocheted while listening to WDAY programs. The flag is now being displayed in Studio A.

2 MARKETS
FOR THE PRICE OF ONE!

BLUE NETWORK STATION
WTCN

Gives You
Blanket Coverage of
ST. PAUL AND
MINNEAPOLIS
with Population
OVER 800,000

Write for Details of Programs and Time Available, Rates, Market Data, and Other Information

FREE & PETERS, INC., Exclusive National Representatives
New York, Chicago, Detroit, Atlanta, Los Angeles, San Francisco

Studio Notes

JOE CONGRESS, formerly UP foreign correspondent in Paris, who has also been heard as CBS commentator from that city, has started a series of six broadcasts on WJZ titled *The Underground in Europe*. Congress, who was a prisoner of the Nazis in 1940 in France, will describe the workings of the underground fraternity which is now fighting the Nazis in Europe. Each program will be devoted to a different Nazi-conquered country.

WHN, New York, on July 15 will receive a plaque from Fort Hancock, Highlands, N. J., "in recognition of the meritorious efforts of its staff to provide entertainment and to promote morale of the officers and men of Fort Hancock." Herbert L. Petty, director of WHN, will receive the award from Brig. Gen. P. S. Gage, commanding officer, during the broadcast of WHN's *You Tell 'Em Soldier* program.

AN INNOVATION in NBC's recorded *Thesaurus* programs, is the provision for the elimination of certain portions of script, to facilitate the inclusion of commercial copy, thus making sustaining continuities easily convertible into commercials. Three spots for the substitution of local commercials for sustaining copy are included in the quarter-hour and half-hour scripts. Accurate timing of the indicated portions accompanies the continuity to guide local program men in writing their own commercials.

WALTER KANER, director of publicity and special features of WWRL, New York, and known to stamp collectors for his cartoons, broadcasts and syndicated column on stamps, has been chosen by the War Savings Staff of the Treasury Department to author "Stamps for Victory", a special feature for release to newspaper stamp editors and philatelic magazines. Purpose of the sheet is to promote the sale of war bonds and stamps among the nation's stamp collectors.

AS PART of the Oklahoma rubber scrap drive, W. G. Skelly, chairman of the state campaign and owner of KVOO, Tulsa, delivered a radio address on a hookup of all the stations in Oklahoma.

NEW studios of CFGP, Grande Prairie, Alta., were opened July 4 in the Northern Broadcasting Bldg. on Third St. East.

ENTIRE personnel of WGTM, Wilson, N. C., is wearing "In Service of Home and Nation" radio buttons being distributed by WJR and WGAR.

OLD-FASHIONED melodrama will be presented by a regular stock company of Chicago radio actors on a CBS weekly feature *Tent Show Tonight*.

TO KEEP Americans informed of their country's war program, NBC devoted 197 hours and 38 minutes to 508 network broadcasts, during the period Dec. 7, 1941-June 1, 1942, according to a network statement. Of the program total related to the war effort, 429 were sustaining, with a total broadcast time of 158 hours and 26 minutes, while 79 separate commercial broadcasts contributed 39 hours and 18 minutes to the war. In addition, NBC presented a total of 1,959 war announcements of which 1,668 were made during commercial time.

KQW, San Jose, Cal., on July 3 dedicated new studios in Oakland, situated in the Fox News Theater in the downtown section. Oakland civic personalities and officials of the theater and the radio station appeared on the inaugural broadcast.

KQW-CBS banners, microphones and display photos of CBS and KQW artists are exhibited in the lobby of the theater on permanent display.

NBC Hollywood studio building roof is being converted into an employes sun deck and recreation center.

First Headliner

CLAIMS of certain stations that they originated the practice of announcing headlines in front of newscasts, are challenged by Northern Broadcasting Co. Northern, which operates six stations in Ontario and Quebec, last week stated that it started using that style more than a year and a half ago, and recently had the satisfaction of seeing Canadian Press adopt the technique for its full news service.

WDAY, Fargo, N. D., broadcast the recent grand opening of Fargo's new Greyhound bus terminal. Howard Nelson and Ken Kennedy handled the broadcast which included addresses by city officials, telephone conversations of parents talking to sons in service and music by local drum and bugle units.

KSD, St. Louis, has entered its undefeated golf team in the St. Louis Metropolitan Golf Assn. twilight league, now playing its ten-week tournament series. The tournament includes teams from three other St. Louis stations. KSD team members include Program Director Frank Eschen, captain; Jones Scovern and Dick O'Brien, salesmen; Harold Grams, announcer; Larry Trombly, engineer and Warner Schoyen, news writer.

WTTM, Trenton, N. J., cooperated in the July 1 "Retailers for Victory" day, by making arrangements with merchants to have radios in prominent places tuned to the station while Announcer Don Douglas promoted the sale of War Bonds and Stamps. Program, through the 12-12:15 p.m. period, included transcriptions of Eddie Cantor singing "Any Bonds Today" and "Last Message From Corregidor."

WSB, Atlanta, is running a thrice-weekly feature, *Music of the Allied Nations*, in which composers and compositions popular in the United Nations are introduced. Each show presents music from a different country.

There's a bit of Galileo in all of us

Everybody likes to discover something. To many men, the fruits of an exploration are reasons for a thumbs-in-vest feeling. But, to advertising, management and sales executives, new discoveries mean new and more resultful applications of their business energy. It is natural that they turn to PRINTERS' INK for help, because this magazine has long held the reputation of being able to discover new trends before they gain momentum.

Timely, helpful editing like this gives PRINTERS' INK access to many an inner sanctum where time-buying decisions are made. And with it rides the promotion of radio stations and networks advertising in PRINTERS' INK.

The radio stations and networks listed here are "riding in" on this "magic carpet." You can, too, for as little as $40. per one-sixth page on a 13-time schedule.

Radio networks and stations using Printers' Ink during the first six months, 1942.

BLUE NETWORK CO., INC.
BUFFALO BROADCASTING CO.
COLUMBIA BROADCASTING SYSTEM
COLUMBIA PACIFIC NETWORK
COWLES STATIONS
DON LEE BROADCASTING SYSTEM
MUTUAL BROADCASTING CO.
NATIONAL BROADCASTING CO.
N.B.C. SPOT AND LOCAL SALES
WESTINGHOUSE RADIO STATIONS
YANKEE NETWORK
KDKA, PITTSBURGH
KMOX, ST. LOUIS
KNX, LOS ANGELES
KRNT, DES MOINES
KSO, DES MOINES
KYW, PHILADELPHIA
WABC, NEW YORK
WBT, CHARLOTTE
WBZ-WBZA, BOSTON
WCAE, PITTSBURGH
WCCO, MINNEAPOLIS
WCOP, BOSTON
WDRC, HARTFORD
WEAF, NEW YORK
WEVD, NEW YORK
WFIL, PHILADELPHIA
WGAR, CLEVELAND
WGL, FORT WAYNE
WGN, CHICAGO
WGR, BUFFALO
WGY, SCHENECTADY
WHEC, ROCHESTER
WHK, CLEVELAND
WHO, DES MOINES
WJR, DETROIT
WJSV, WASHINGTON
WJZ, NEW YORK
WKBW, BUFFALO
WLIB, NEW YORK
WMC, MEMPHIS
WMT, CEDAR RAPIDS-WATERLOO
WNAX, SIOUX CITY-YANKTON
WOR, NEW YORK
WORL, BOSTON
WOW, OMAHA
WOWO, FORT WAYNE
WRNL, RICHMOND
WSGN, BIRMINGHAM
WSM, NASHVILLE
WTAM, CLEVELAND
WTAR, NORFOLK
WWL, NEW ORLEANS

PRINTERS' INK
The Weekly Magazine of Advertising, Management and Sales
185 MADISON AVENUE • NEW YORK, N. Y.

WALT DISNEY'S BAMBI
©WDP

OFFICIAL opening of the Code School for Naval applicants, sponsored by WFIL, Philadelphia, is to be held July 13, although the teaching of the required radio subjects began July 6. Roger W. Clipp, vice-president and general manager of WFIL, has invited Gov. James, of Pennsylvania; Admiral A. E. Watson, Commander of the 4th Naval District; Mayor Bernard Samuel of Philadelphia, as well as prominent radio officials for the opening ceremonies.

THE studio funfest for sailors, heard each Saturday on BLUE as *Bluejacket Hop*, now throws open its doors to all servicemen. Under the title *Servicemen's Hop*, the weekly studio party welcomes soldiers, and aviators, as well as sailors, marines and Coast Guardsmen to a half-hour of variety shows, grab bags and dancing, with partners provided for those who arrive without dates. Program originates in Chicago.

TOTAL net sales on WQXR, New York, for the first six months of this year were 59.1% over sales for the same period in 1941, and an increase of over 100% on sales listed for the entire year 1940. According to the station, sales so far this year consisted of 40% spot business and 60% program sales.

WWPG, Lake Worth, Fla., on July 5 broadcast dedication ceremonies at Camp Murphy, arranged by Col. Hugh Mitchell, camp commander, and Fred H. Ford, WWPG general manager. Ben Decker, special events announcer and Irving L. Heglund, engineer, handled the remote program.

WORL, Boston, recently observed the first anniversary of its pioneer bond and stamp program, *Millions For Victory*. Although the program name has been changed to meet the times, it is still under the direction of Gordon Wayne.

WKBH, LaCrosse, Wis., last month set an attendance mark for the local Blackhawk baseball team with the staging of a wedding on home plate between Catcher Lou Payor and Henrietta Firzst. Arranged and broadcast by Chuck Norman, WKBH sportscaster, the program included the actual ceremony, and music by WKBH staff musicians. Cash gifts and merchandise were given the couple by station employes, the baseball club and local merchants.

A NEW MIDNIGHT show on KROW, Oakland, Cal. designed for listering by swing shift workers at San Francisco and Oakland war industries plants is getting the official nod from employers. Prominently posted on the main gates of nearby shipyards and factories are large signs calling attention to the KROW program.

WPAR, Parkersburg, W. Va., in cooperation with the chamber of commerce, the Wood County War Bond and Stamp committees, local newspapers and officials of the Office of Civilian Defense organized a parade of civilians for the President's Retailers For Victory day, July 1, bringing enough of them into town to buy more than $100,000 in bonds and stamps in 15 minutes. The parade was timed to reach the heart of town at exactly noon and when an air raid alarm sounded the paraders were dispersed to the nearest stores to make their bond and stamp purchases.

EACH DAY the Army Show was playing in Philadelphia, a different piece of fighting equipment was parked in front of the KYW Building for public inspection. A daily broadcast from the street also explained how the particular piece of equipment was operated.

ENTIRE staff of KWIL, Albany, Ore., has joined the Treasury's 10% Club, effective June 1.

Agencies

JAY CLARKE, formerly a director of radio productions at Lennen & Mitchell, New York, has been appointed by Henry Souvaine Inc., New York production firm, to serve as production director for the weekly news program on WOR, New York, featuring Pierre Huss, former INS correspondent, sponsored by Healthaids Inc., Jersey City. Raymond Spector Co. is the agency.

WILLIAM P. MALONEY has been named publicity director of BBDO, New York, to succeed H. Wieand Bowman who has resigned to accept a lieutenancy in the Navy.

ROBERT MEYER, formerly with the Compton Agency, New York, has joined Fleetwings Corp., Bristol, Pa.

BETTY HOWARD, head of production of daytime programs of Pedlar & Ryan, New York, was married recently to Edgar G. Sisson Jr., talent executive of that agency.

PAUL R. WINANS, president of Advertising Arts Agency, Los Angeles, has been awarded the Honorist degree by the Ellis Plan Foundation for proficiency in technique of management engineering.

LAWRENCE WHERRY, former sales promotion manager of Ralston Purina Co., St. Louis, has joined Sherman & Marquette, Chicago, as executive in charge of Quaker Oats (Ful-O-Pep) account.

GIL STENDER, account executive of Benton & Bowles, New York, has joined the Naval Training School at Cornell U. New York, as a lieutenant.

F. STURDEE JARVIS, formerly radio director of Norris-Patterson Ltd., and lately with Vickers & Benson Ltd., Toronto is now on active service.

BILL EDINGTON, commercial manager of Dickson & Ford Ltd., Toronto, has joined the secretarial staff of the Minister of Finance at Ottawa.

ALFRED GRIFFIN, formerly of the promotion staff of MGM Pictures, Culver City, Cal., has joined the production department of U. S. Adv. Corp., Chicago.

STANLEY A. BROWN, formerly president of Brown & Thomas Adv., New York, has become a vice-president of Weiss & Geller, New York.

Rian Is Honored

C. J. RIAN, account executive of the McCord Co., Minneapolis, recently was awarded the gold key for meritorious services to the Minneapolis Junior Assn. of Commerce. During 1941 Mr. Rian was radio chairman for the association and has been chosen chairman of the post-war study committee.

ESSO LATIN SERIES EXTENDS UP NEW

FOR the fifth time since its a year ago, Standard Oil's *Reporter* has contracted with for extension of its program Latin American newscasts.

Starting 12 months ago w broadcasts in Argentina, Bra Chile and Uruguay, the La American edition of the *Esso porter* has expanded to include stations in 15 South and Cent American countries.

The latest extension, effect July 15, will place the news on th additional outlets in Brazil a will expand the schedule in th country from six to seven da weekly. New stations over wh time has been bought are at Recif Bello Horizonte and Porto Allegr Four newscasts will be broadca each weekday over these statio and cover outlets in Rio de Janei and Sao Paulo. All five will carr two newscasts on Sundays.

Existing schedules of four new casts each weekday will be co tinued in fourteen other Lat American republics by the *Es Reporter*. McCann-Erickson is th agency handling the account.

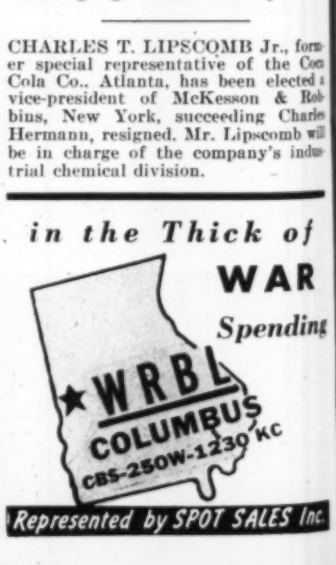
Jones Named V.P. of UP, Handles Latin Newscasts

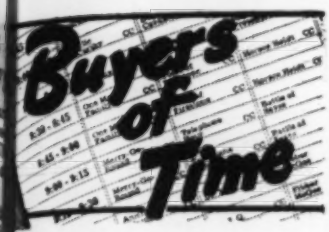
JOSEPH L. JONES, general for eign manager, has been elected vice-president of the United Press, it was announced last week b Hugh Baille, president. Jones election, Mr. Baillie said, recognizes the increasing responsibilities and the growing importance of the for eign department of the UP in world at war.

Mr. Jones has been general for eign manager since 1937. Prior to his appointment to that post, he served as foreign editor. Under Mr. Jones' supervision, UP within the last 18 months has developed a full radio news service for Latin American broadcasters. Patterned after the UP domestic radio news service, it now supplies more than 60 broadcasting outlets in Latin America with dispatches prepared specifically for radio and delivered to stations ready for broadcast in the language of the country.

CHARLES T. LIPSCOMB Jr., former special representative of the Coca Cola Co., Atlanta, has been elected a vice-president of McKesson & Robbins, New York, succeeding Charles Hermann, resigned. Mr. Lipscomb will be in charge of the company's industrial chemical division.

The BASIC
TEST
THE best yardstick for measuring our worth as radio station representatives is the steady progress in the national field of every radio station we represent.
The average increase during 1941 was 36.5% over 1940 in business contracted through our office.
RESULTS COUNT MOST
WEED
AND COMPANY
NEW YORK · DETROIT
CHICAGO · SAN FRANCISCO
RADIO STATION REPRESENTATIVES





WILLARD BUTLER

WITH NINE years of varied experience at NBC, Willard Butler, timebuyer of Erwin, Wasey & Co., New York, is well equipped to handle the long list of national spot and network accounts which flow across his desk. Some are seasonal accounts, some use extensive year-round spot campaigns, and others use network shows with chain-break and announcement campaigns to back them up.

In the group are such diversified accounts as Lydia Pinkham Medicines Co., Macfadden Publications for *Liberty Magazine*, Carnation Co. (milk), Consolidated Cigar Co., The Barbasol Co. (shaving cream), Air Transport Assn. of America, R. B. Semler (Kreml hair tonic), The Musterole Co., Forhan's toothpaste, and Primrose House cosmetics.

A New Englander, Willard was born in Quincy, Mass., Dec. 9, 1912, and after high school, received an unusual education at the Boston Institute of Advertising. At that time a comparatively new school, the Institute was run on a basis somewhat similar to a small advertising agency. It had various departments and the students took active part in planning radio, magazine and newspaper campaigns, setting up budgets and layouts, and writing copy. All in all, Willard received there the groundwork for the myriad of details he is faced with in his present job at Erwin, Wasey.

In 1933 he joined NBC as a page boy and receptionist, in one year working up to an assistant to the spot and local sales traffic manager. Promoted to manager of that division, Butler for five years was responsible for all spot availability requests, orders, contract preparations, rate and discount problems and billing instructions. In his "spare time", he worked with the NBC legal department in preparing NBC's current contract form for all spot time sales and present rate cards used by NBC m & o stations.

When Willard joined Erwin, Wasey early this year, his position at NBC was that of a spot time salesman, one of his biggest tasks having been to sell and schedule all spot radio placed with the network during the Presidential campaign in 1940.

Married to the former Dorothy Michel of NBC New York, Willard Butler celebrated his first wedding anniversary on June 1st. He says he hasn't any particular hobbies, but enjoys "golf and swimming, being with people, swapping stories and riding along with a gag".

WINNIPEG merchants are placing a one-hour participating program on CFAR, Flin Flon, Man., and CKCA, Kenora, Ont. The program is being handled by Tony Messner of the Winnipeg office of Stovin & Wright Ltd., station representatives.

Grant Appointed In Mexico

GRANT ADV., S. A., Mexico City, affiliated with Grant Adv., Chicago, is expanding its Mexican operations. The agency has been appointed to handle Mexican advertising of Vick Chemical Co., New York, Carter Products, New York (Carter's Little Liver Pills), Scott & Browne, Bloomfield, N. J. (Scott's Emulsion), and Forhan Division of Zonite Products Corp., New York (tooth paste). All four accounts are using Mexican radio. The last company is using a variety half-hour program weekly on XEW, Mexico City, and *Superman* in Spanish on Radio Programmes de Mexico Network. A Spanish version of *Take It or Leave It* has been placed on XEW for Scott's Emulsion.

Noxon Spreading

NOXON, New York, currently running spot announcements on New York stations for its metal polish, will add announcements on WABC, New York, and WBEN, Buffalo, for 13 weeks starting July 10. Agency is Raymond Spector Co., New York.

AGENCY Appointments

COCILANA Inc., Brooklyn (candy), to Al Paul Lefton Co., New York. Radio and newspapers will be used this fall and winter. Radio plans as yet unsettled.

MENTHOLATUM Co., Buffalo, N. Y. (proprietary), to J. Walter Thompson Co., New York, effective September 1. Some spot radio will be used.

GROCERY STORES Co., Libertyville, Ill., to Joseph Jacobs Market Organization as merchandising and advertising counsel in the Jewish field. Plans have been made for Jewish radio and newspaper advertising to start in September.

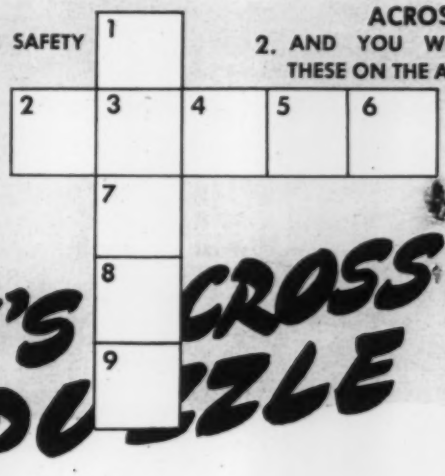
HARLEYSVILLE MUTUAL CASUALTY Co. and Mutual Auto Fire Insurance Co., Harleysville, Pa. (insurance), to Carter-Thompson Co., Philadelphia.

AVALON LANE Co., New York (Lashgro eyelash beautifier; the Vita Man, vitamins; Nature Seed Co., medicines; Power Publications), to S. Duane Lyon, Inc., New York. Newspapers and magazines will be used. No radio plans at present.

NACTO CLEANER Corp., New York (spot remover), to R. T. O'Connell Co., New York.

DOWN
1. DROP THESE IN YOUR SAFETY DEPOSIT BOX

ACROSS
2. AND YOU WILL HELP DROP THESE ON THE AXIS



TODAY'S CROSS WORD PUZZLE

It's a cinch! It didn't take a genius to figure out that radio could do a whale of a job in promoting the war effort. Bonds buy bombs and people buy bonds. Ergo, reach the people. We're happy about radio's contribution, and we wanted to say so, somehow.

We always itch with pride when we mark one of Uncle Sam's invoices, "Gratis".

Answer:
1. Down—BONDS
2. Across—BOMBS
or need we tell you!

WSPD TOLEDO, OHIO

SINCE 1921 . . . THE VOICE OF TOLEDO

Represented Nationally by KATZ Agency

Clark Placements

CLARK BROS. Chewing Gum Co., Pittsburgh (Teaberry gum), is currently sponsoring news programs on KMOX, St. Louis, ten minutes weekly; KGBX, Springfield, Mo., quarter-hour weekly; WISH, Indianapolis, and WWL, New Orleans, five minutes, six days weekly. The company also sponsors locally the BLUE *Gangbusters*, weekly half hour drama, on KXOK, St. Louis, during the summer and on Sept. 1 will run four color pages in several national magazines. Agency is Walker & Downing, Pittsburgh.

WESX, Salem, Mass., has applied to the FCC for authority to move its main studio from Salem to Marblehead, Mass.

It Happened
TEN YEARS AGO THIS MONTH
From the 1932 files of BROADCASTING

WIDESPREAD controversy has been provoked in broadcasting and sports circles by the decision of the Eastern Intercollegiate Assn. to prohibit the broadcasting of football games under its jurisdiction. This followed a ruling by the New York State Athletic Commission restricting the reporting of boxing and wrestling bouts to sports writers, referees or judges, rather than to the sports announcers selected by the networks or stations. The radio censorship on prizefighting in New York was established July 5 following the Commission's disagreement with the descriptions of the Schmeling-Sharkey fight for NBC by Graham McNamee and Charles Francis (Socker) Coe.

•

A BILL which would require all stations to set aside not less than 5% of their time for educational programs prescribed by qualified authorities, and which would appropriate $10,000 annually for four years to be used in Federal-State promotion of education by radio or "wired radio", has been introduced by Senator Metcalf (R-R. I.).

•

TWENTY-FOUR stations have been lined up to carry the addresses of the Rev. Charles E. Coughlin, Detroit radio priest, for a period of 27 weeks beginning Oct. 16 and continuing until April 16, 1933, with Grace & Holliday, Detroit agency, handling what will be known as *The Golden Hour*. Full rates for the special network will be paid to AT&T and to each radio station.

•

LOUIS G. CALDWELL, former general counsel of the Radio Commission, will attend the International Radiotelegraph Conference at Madrid, beginning Sept. 3, as chairman of the NAB committee on international relations. He sails on the *S. S. Bremen* July 27 to attend the International Congress of Cooperative Law at The Hague before proceeding to Madrid.

•

FLATLY REJECTING the proposal of NAB that copyright music license fees be increased by about 25% to $1,250,000 for 1933 and 1934, ASCAP is preparing to begin negotiations with individual stations for a percentage basis, effective Sept. 1.

•

MAJ. GEN. CHARLES McK. SALTZMAN has resigned as chairman of the Radio Commission, effective July 19.

•

EFFECTIVE July 1, a salary cut of 10% was ordered for all officials and regular employes of NBC, following a similar cut by RCA and a policy of retrenchment that led NBC to curtail its staff in May. CBS previously ordered a 15% pay cut, also reducing its staff.

•

MARTIN CAMPBELL, formerly assistant director of WHAS, Louisville, has been named general manager of WFAA, Dallas, and is now mustering his staff.

•

LEWIS ALLEN WEISS, for the last two years manager of the Don Lee Broadcasting System, with headquarters at KHJ, Los Angeles, has resigned to become vice-president of WJR, Detroit, effective Aug. 1. His successor is Leo B. Tyson, former advertising director of KHJ.

•

DON LEE, head of the CBS-Don Lee System, entertained the newlyweds, Mr. and Mrs. William S. Paley, aboard his yacht *Melodie* in a cruise in southern California just before Mr. Paley returned to New York to resume his duties as president of CBS.

•

EMORY H. LEE, former assistant radio supervisor for the Department of Commerce in New York, has been transferred to Detroit as radio supervisor, succeeding S. W. Edwards, who has left the service.

•

WILLIAM B. WAY has been named manager of KVOO, Tulsa, succeeding H. A. Hutchinson, resigned.

JOHN SWALLOW, former gen... manager of KFAC and KFVD, L... Angeles, has been signed as radio m... ager of RKO. His first assignment ... the staging of the new *Hollywo... Hour* for RKO July 23 over an NB... network keyed from KFI, Los Angel...

•

KNOX MANNING, for the last y... on the staff of WORC, Worcester, ... joined the announcing staff of WNA... WAAB, Boston.

•

JOSEPH F. WRIGHT, director ... WILL, of the U of Illinois, has ... elected president of the Association ... College & University Broadcast... Stations, succeeding R. C. Higgy, ... Ohio State U.

•

GEORGE S. SMITH, chief of ... license division of the Radio Comm... sion since its creation more than f... years ago, resigned July 1 to beco... associated with Paul M. Segal in th... practice of radio law. Mr. Segal sai... for Europe Aug. 17 on the *S. S. Roose... velt* to attend the International Ra... dio Conference at Madrid as repre... sentative of the American Radio Re... lay League.

•

FRANK BISHOP, for the last few years with Gene O'Fallon as director of KFEL, Denver, has joined KVOR, Colorado Springs, as manager, succeeding Raymond Beckner.

•

G. COLBY BLACKWELL, formerly assistant secretary of the Radio Commission, later with various stations in New York and New England, has joined the commercial staff of WWVA, Wheeling, W. Va., now managed by Leigh Ore, formerly with WLBW, Oil City, Pa. and WJSV, Washington.

•

CHARLES F. GANNON, radio account executive of Erwin, Wasey & Co., New York, formerly with WRC, Washington, and WOR, New York, has been named chairman of the radio broadcasting committee of the American Association of Advertising Agencies, succeeding Howard Angus, of BBDO.

•

PAUL W. WHITE has been named publicity director of CBS, succeeding Jesse S. Butcher, who has resigned and left for a trip to Europe.

•

BOAKE CARTER, recently on the staff of *Philadelphia Daily News*, for which he had conducted news broadcasts over WCAU, Philadelphia, has resigned to join the staff of WCAU.

•

G. RICHARD SHAFTO, for three years radio specialist with Graybar Electric Co., has been appointed general manager of WIS, Columbia, WCSC, Charleston, S. C., and WNOX, Knoxville, by W. Frank Hipp, president of the company owning all three stations.

NATIONAL ADVERTISERS and New York's numerous nationalities have one thing in common. They both agree that WBNX is THE FOREIGN LANGUAGE STATION of GREATER NEW YORK.

No wonder, then, that WBNX with its 5,000 watts, directional, plays the dominant role in selling the 5,000,000* foreign-language-speaking-audience of the world's greatest market.

To cash in on the opportunities of this super-market, advertise your national products over WBNX, the Winner of the Peabody Citation for Public Service to Foreign Language Groups.

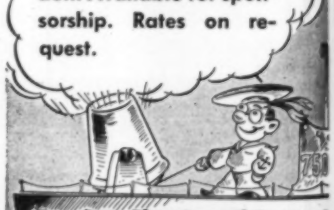
**Over 70% of metropolitan New York's population is foreign born or of foreign parentage.*

Your Best National Spot Buy . . .

WBNX
New York
5000 Watts

FOR OFFENSE
FOR DEFENSE *Buy U.S. Bonds Today!*

Two shows weekly using all soldier talent originating from Camp Langdon. Available for sponsorship. Rates on request.



WHEB
Portsmouth, New Hampshire
Nat. Reps.: JOSEPH HERSHEY McGILLVRA
Boston Rep.: BERTHA BANNAN

Mills' New Plans Soon to be Known

Ex-ASCAP Official Expected To Remain in Music

E. CLAUDE MILLS, who retired as chairman of the administrative committee of ASCAP July 1, shortly will announce a "new connection," probably in the music performing rights field.

Mr. Mills

Mr. Mills, whose activities in the radio music field go back almost to the onset of radio, was instrumental in working out both the 1932 and 1935 performing rights contracts with broadcasters. He was at loggerheads with his own board, however, in the handling of the 1940 negotiations, which resulted in the rupture of industry-ASCAP relations.

"The discontinuance of my service with ASCAP is under circumstances entirely agreeable to all concerned," Mr. Mills told BROADCASTING last Wednesday. "I would not pretend that it wasn't a wrench to disassociate myself from an enterprise in which I have had such a deep interest.

At Odds With Board

"But under existing circumstances, it being perfectly clear that during the past few years ASCAP's board of directors and myself have been completely at odds as to policy and strategy, it is much better for ASCAP and much better for Mills that the association terminate."

In 1919, when the composer, Victor Herbert and the late Nathan Burkan, attorney, were getting ASCAP under way, Mr. Mills joined the organization as general manager. He left in 1929 as chairman of its Administrative Committee, to become the president of Radio Music Co., a subsidiary of NBC. This venture failed and Mr. Mills returned to ASCAP in March, 1932, as general manager. In 1937 he again became chairman of the Administrative Committee, when John G. Paine, at the time general manager and trustee of Music Publishers Protective Assn., became the ASCAP general manager.

Mr. Mills follows Gene Buck, former ASCAP president, in retiring from the Society. Mr. Buck was succeeded by Deems Taylor, but was retained as a consultant for a 15-year period at $25,000 per year. Mr. Mills, while he left ASCAP as of July 1, was voted one year's salary of $35,000.

REGINALD LEONARD, war correspondent of the *Melbourne Herald*, Australia, will be heard on WBNX, New York, in a series of transcribed talks presented by the Autralian News and Information Bureau. Leonard made the transcriptions while in New York on his way back to Australia from London.

BEHIND THE SCENES of *Command Performance*, transcribed series being shortwaved to U. S. armed forces overseas, are these Hollywood executives gathered for a discussion of production and technical problems. They are (l to r): Robert Scheutz, manager of NBC's Hollywood recording division; Glenn Wheaton, writer; Maurice Holland, producer; and Robert Colson, assistant chief of the radio branch, Army Bureau of Public Relations.

RCA Achieves Savings In Tube Packing Method

RCA MFG. Co., Camden, N. J., has developed a new principle of packing radio tubes which is saving RCA some 120 tons of packing material a year, as well as enabling the company to ship twice as many tubes in a boxcar or truck.

Developed by Charles I. Elliott, RCA tube-packing engineer, under direction of L. E. Mitchell, manager of the industrial engineering department, the new packing principle offers greater protection from breakage, a lessened cost for all transportation cases, reduction in the fire hazard and a saving of some 30,000 additional hours of time required for testing the tubes.

RCA has granted patent rights to other tube manufacturers.

RETURNING to the air for the first time since Pearl Harbor, *Hawaii Calls*, a program of native melodies by the islanders, is again heard on MBS Saturday, 6:30-7 p.m., via shortwave from Hawaii.

IN CHICAGO— IT'S W-G-N

In Chicago, the spot time buyer has a choice among five 50,000 watt stations as well as numerous others of smaller power.

Among these five 50,000 watt stations, W-G-N has become the predominant choice of these spot time buyers.

W-G-N not only carries more local and national spot time than any two other major Chicago stations, but comes within a negligible percentage of carrying more than the four other 50,000 watt stations combined.

A Clear Channel Station

50,000 Watts 720 Kilocycles

WGN

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y. PAUL H. RAYMER CO., Los Angeles, Cal., San Francisco, Cal.

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WGAR, Cleveland

Curtis Pub. Co., Philadelphia (*Satevepost*), 6 *sa*, thru BBDO, N. Y.
National Biscuit Co., New York (Shredded), 10 *sa* weekly, 13 weeks, thru Federal Adv., N. Y.
Metro-Goldwyn-Mayer, New York (Mrs. Miniver), 9 *sa* weekly, thru Donahue & Coe, N. Y.
California Fruit Growers Assn., Los Angeles (Sunkist Lemons), 6 *sa* weekly, 5 weeks, thru Lord & Thomas, Chicago.
Block Drug Co., Jersey City (Dentu-Grip), 3 *sa* weekly, 15 weeks, thru J. Walter Thompson Co., N. Y.

WHN, New York

World Globe Enterprises, Chicago, 7 *ne* weekly, 26 weeks, thru United Adv., Chicago.
United Institute of Aeronautics, New York, 7 *ne* weekly, 13 weeks, thru J. R. Kupsick, N. Y.
Admiracion Laboratories, Harrison, N. J., (shampoo), 25 *ta* weekly, 13 weeks, thru Chas. D. Reach Co., Newark, N. J.
Ironized Yeast Co., Atlanta, 12 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
Sunbrock Shows, Chicago, (Wild West Rodeo), 70 *ta* weekly, placed direct.
P. Duff & Sons, Pittsburgh (Duff's Gingerbread), *sa*, 13 weeks, thru W. Earl Bothwell Adv., Pittsburgh.

WJZ, New York

Carter Products, New York (Arrid), 2 *ta* weekly, thru Small & Seiffer, N. Y.
Ex-Lax Inc., Brooklyn, 10 *ta* weekly, 47 weeks, thru Joseph Katz Co., Baltimore.
Noxon, Inc., (metal polish), 6 *sa* weekly, 39 weeks, thru Raymond Spector Co., N. Y.
R. C. Williams Co., New York (Royal Scarlet Food products), 3 *sa* weekly, 8 weeks, thru Alley & Richards Co., N. Y.
Curtis Pub. Co., Philadelphia, (*Satevenost*), 4 *sa* weekly, 1 week, thru BBDO, N. Y.
Lever Bros., Cambridge, Mass., (Lifebuoy), 15 *ta* weekly, 8 weeks, thru Ruthrauff & Ryan, N. Y.

WBBM, Chicago

Raiston Purina Co., St. Louis (Purina Dog Chow), 3 *t* weekly, 26 weeks, thru Gardner Adv. Co., St. Louis.
Johnson & Johnson, New Brunswick (Band-Aid), 3 *ta* weekly, 22 weeks, thru Young & Rubicam, N. Y.

WMAQ, Chicago

Johnson & Johnson, New Brunswick (Band-Aid), 66 *ta*, thru Young & Rubicam, N. Y.
Lever Bros., Cambridge (Lifebuoy), 40 *ta*, thru Ruthrauff & Ryan, N. Y.

KHJ, Los Angeles

Coast Federal Savings & Loan Assn., Los Angeles, 10 *sp*, thru Robert F. Dennis Inc., Los Angeles.
Ex-Lax Inc., Brooklyn, 5 *ta* weekly thru Joseph Katz Co., Baltimore.

WMAL, Washington

Norwich Pharmacal Co., Norwich, Conn. (Pepto Bismol), *sa* weekly, thru Lawrence Gumbinner, N. Y.

KFBK, Sacramento, Cal.

Owens Illinois Pacific Coast Co., San Francisco (glass), weekly *sa*, direct.

CJKL, Kirkland Lake, Ont.

Canadian National Carbon Co., Toronto (Eveready batteries) 60 *t*, thru Locke, Johnson & Co., Toronto.

WMCA, New York

Terminal Barber Shops, New York, 3 *ne* weekly, 13 weeks, thru Maxon, N. Y.

WOR, New York

Old County Trottng Assn., Mineola, New York, 5 *sp* weekly, thru M. H. Hackett, N. Y.
Ward Baking Co., New York (Tip Top Bread), 7 *sa* weekly, 16 weeks, and 7 *sa* weekly, 21 weeks, thru J. Walter Thompson Co., N. Y.
R. B. Davis Sales Co., Hoboken, N. J. (Cocomalt), 5 *sa* weekly 13 weeks, thru Murray Breese Assoc., N. Y.
Kraft Cheese Co., Chicago, 3 *sp* weekly, 13 weeks, thru J. Walter Thompson Co., N. Y.
Peter Paul, Naugatuck, Conn. (candy and gum), 3 *ne* weekly, 52 weeks, thru Platt-Forbes Inc., N. Y.
Newsreel Theatres, New York, 2 *ne* weekly, 52 weeks, placed direct.
Marlin Firearms Co., New Haven (razor blades), weekly *sa*, thru Craven & Hedrick, N. Y.

WNEW, New York

Waltham Pen Co., Chicago, 6 *sa*, 30 *t* and *sp* weekly, thru United Adv., Chicago.
Admiracion Laboratories, Harrison, N. J., (shampoo), 27 *ta*, weekly, thru Chas. Dallas Reach Co., Newark, N. J.

WEAF, New York

Frederick F. Lowenfels & Son, New York (Hotel Bar Butter), 5 *sa* weekly, thru Al Paul Lefton Co., N. Y.
R. C. Williams & Co., New York (Royal Scarlet Food Products), 3 *sa* weekly, 8 weeks, thru Alley & Richard Co., N. Y.

WINS, New York

Pepsi-Cola Co., New York, 100 *ta* weekly, 26 weeks, thru Newell-Emmett Co., N. Y.

KFRC, San Francisco

O'Connor Moffat and Co., San Francisco (department store), 78 *sp*, thru Ruthrauff & Ryan, San Francisco.
Hartz Mountain Products, Chicago (bird seed), weekly *sp*, thru Geo. H. Hartman Adv., Chicago.
Acme Breweries, San Francisco (beer), 4 *ta* weekly, thru Brisacher, Davis & Staff, San Francisco.
Carter Products Inc., New York (Arrid), 4 *sa* weekly, thru Spot Broadcasting, N. Y.
Langendorf United Bakeries, San Francisco (Homestead Bread), 6 *sa* weekly; (Hollywood bread), 5 *sa* weekly, thru Ruthrauff & Ryan, San Francisco.
Coast Cigar Co., San Francisco (Natividad Cigar) 6 *sa* weekly, thru Brisacher, Davis & Staff, San Francisco.
Ex-Lax Inc., Brooklyn, 6 *sa* weekly, thru Joseph Katz Co., N. Y.
Langendorf United Bakeries, San Francisco (American meal bread) 5 *sp* weekly, thru Erwin Wasey & Co., San Francisco.
Bell Brook Dairies, San Francisco (milk) 2 *ta* weekly, thru Botsford, Constantine & Gardner, San Francisco.
Pacific Brewing & Malting Co., San Jose, Cal. (Weiland's beer) 6 *sa* weekly, thru Long Advertising Service, San Jose.
Sir Francis Drake Hotel, San Francisco, 3 *sa* weekly, thru King Harrington Adv., San Francisco.

KPO, San Francisco

American Cigarette and Cigar Co., New York (Pall Mall) 7 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
Readers' Digest, Pleasantville, N. Y. (magazine) 3 *sa* weekly, thru BBDO, N. Y.
Ice Follies, San Francisco, 6 *sa* weekly, thru Allied Adv. Agencies, San Francisco.
Universal Pictures, San Francisco, 8 *sa*, thru J. Walter Thompson Co., San Francisco.
Safeway Stores Inc., Oakland (Brown Derby Beer) 2 *sp* weekly, thru J. Walter Thompson Co., San Francisco.
Chemicals Inc., San Francisco (Vano) 3 *sa* weekly, thru Botsford, Constantine & Gardner, San Francisco.
Wm. H. Wise & Co., New York (photography book) 6 *sa* weekly, thru Northwest Radio Adv., Seattle, Wash.
H. B. Sherman Mfg. Co., Battle Creek, Mich. (hose nozzles) 3 *sa* weekly, thru Wilson Barrett Agency, Kalamazoo, Mich.

KSRO, Santa Rosa, Cal.

Junket Danish Dessert, Chicago, 4 *sa* weekly, thru Mitchell-Faust Adv., Chicago.
Dr. Hamilton's Dog Food, San Francisco, 2 *sa* weekly, thru Frederick Seid Adv., San Francisco.
Old Fashion Revival Hour, Los Angeles (religious) weekly *sp*, thru R. H. Alber Co., Los Angeles.
Basic Institute, Santa Rosa, Cal. (health), 6 *sp* weekly, direct.
Rio Nido Inc., Rio Nido, Cal. (summer resort) 7 *sp* weekly, direct.
Harbin Hot Springs, Middletown, Cal. (summer resort) 2 *sp* weekly, direct.

Battery Spots

GENERAL DRY BATTERIES of Canada, Toronto, on Aug. 10 starts transcribed dramatized spot announcements three to five times weekly on CFPR, Prince Rupert, B. C.; CJCA, Edmonton; CFAC, Calgary; CJOC, Lethbridge, Alta.; CFJC, Kamloops, B. C.; CJAT, Trail, B. C.; CFGP, Grande Prairie, Alta.; CKCK, Regina; CKY, Winnipeg; CKGB, Timmins, Ont.; CJKL, Kirkland Lake, Ont.; CHOV, Pembroke, Ont.; CHNC, New Carlisle, Que.; CHLT, Sherbrooke, Que.; CHRC, Quebec; CJBR, Rimouski, Que.; CFCY, Charlottetown, P. E. I.; CKCW, Moncton, N. B.; CHSJ, St. John, N. B.; CKBI, Prince Albert, Sask.; CJGX, Yorkton, Sask.; CFQC, Saskatoon, Sask.; and a weekly half-hour Saturday night *Barn Dance* on CKNX, Wingham, Ont. Account was placed by A. McKim Ltd., Toronto.

Streamlined coverage reminds me of the Z net.

Adv.

THREE MBS OUTLETS ACQUIRE NET STOCK

IN LINE with the MBS plan for "enlargement and diversification" its stock ownership among leading independent stations affiliated with Mutual," three stations last week became shareholders in the network. They are WFBR, Baltimore; WCAE, Pittsburgh; WGR, Buffalo. One present stockholder, United Broadcasting Co., operating WHK-WCLE, Cleveland, and WHKC, Columbus, increased its holdings. Announcement of the change, bringing the total list of MBS stockholders to 10, was made July 3 by W. E. Macfarlane, president of Mutual.

Coincident with the announcement, meetings were held in Chicago of the Mutual board of directors and executive committee [BROADCASTING, July 6], at which plans for simplified rates, improved programming, sales operations and increased diversification of program originations were discussed.

BMI Board Changes

WILLIAM S. HEDGES, NBC vice president in charge of stations, and Leonard Kapner, general manager of WCAE, Pittsburgh, have been elected to the BMI board of directors, Neville Miller, president of BMI and NAB, announced last week. Mr. Hedges succeeds Niles Trammel, NBC president, and Mr. Kapner succeeds John Shepard III, president, Yankee Network, as the MBS affiliate representative on the board. Announcement attributed resignations of Messrs. Trammel and Shepard to "pressure of other business."

Milwaukee Club Election

MILWAUKEE Advertising Club at its recent final summer meeting elected Einar Gaustad, advertising manager of Holsum Products Co., president for 1942-43. Other officers elected were: Robert K. Drew, *Milwaukee Journal* advertising manager, vice-president; Robert A. Brown, advertising manager of the First Wisconsin National Bank, secretary; Gus A. Trester, advertising manager of the Milwaukee Gas Light Co., treasurer.

Emmett J. M. Finneran

EMMETT J. M. FINNERAN, director of sales and advertising of the National Dairy Products Corp., New York, and a member of the board of directors, died at his home in Harrison, N. Y., July 4. Surviving are his widow, three daughters and four sons. Before assuming the direction of sales of National Dairy Products in 1930, Mr. Finneran served with the General Ice Cream Corp. for six years in a similar capacity. He had previously been general manager of Gardner Adv. Agency, New York, and was at one time publisher of several West Coast newspapers.

R. G. KENYON, for the past ten years advertising manager of Southern California Edison Co., Los Angeles (public utility), has been appointed assistant vice-president of the concern. Howard W. Hayes, assistant advertising manager, has taken over Kenyon's former duties.

CKTB, St. Catherines, Ont., has appointed Joseph Hershey McGillvra as exclusive United States representative.

Radio Advertisers

PETER PAUL Inc., Naugatuck, Conn., makers of candy and gum, has signed a 52-week contract for sponsorship of Alois Havrilla's mid-day Transradio news periods thrice-weekly on WOR, New York. Havrilla's early morning AP news programs are sponsored thrice-weekly by Mohawk Mfg. Co., New York, for Slumber Rest Mattresses. Platt-Forbes Inc., N. Y. is the agency for Peter Paul, and Schwimmer & Scott, Chicago, handles the Mohawk account.

QUEENS MIDTOWN TUNNEL, New York, last week started a seven-week campaign of one-minute announcements and ten-minute "guide spots" on six New York stations, and plans to add more local stations later in July. Theme of the campaign revolves around the short route to Long Island via the tunnel, and stresses conservation of gas. Stations are WNEW WOR WNYC WHN WINS WOV. Agency is Grey Adv. Agency, New York.

ADMIRACION LABORATORIES, Harrison, N. J., is using 25 transcribed announcements a week on WHN, New York, and on WNEW, New York, in a test campaign for Admiracion shampoo. Agency is Charles Dallas Reach Co., Newark.

BARBARA ANN BAKING Co., Los Angeles, on July 7 started a weekly half-hour quiz titled *Pay Day Quiz* on 2 Don Lee Southern California stations (KHJ KFXM), Tuesday, 8-8:30 p.m. (PWT). Contract is for 52 weeks. Featuring Stu Wilson as m.c., program originates from stage of the Paramount Theatre in downtown Los Angeles, with 8 contestants picked from from the audiences. Scholts Adv. Service, Los Angeles, has the account.

LADY ESTHER Ltd., Toronto (cosmetics), has started a half-hour weekly musical program on CFRB, Toronto. Account was placed by Pedlar & Ryan, Inc., New York.

S. F. LAWRASON & Co. Ltd., London, Ont. (Snowflake Ammonia), has resumed for the summer and fall season its weekly program *Name It* on a number of Canadian stations. Account was placed by Norris-Patterson Ltd., Toronto.

I. MAGNIN & Co., San Francisco store for women, on Oct. 9 will start *Opera Curtain Time*, a series of backstage interviews with opera personalities, during the San Francisco opera season, over KYA, San Francisco. Al Zitcer will produce and Clarence Leisure will do the interviewing.

HARTZ MOUNTAIN PRODUCTS, Chicago (bird seed) on June 28 started *Canary Chorus*, quarter-hour weekly program, for 13 weeks, on KFRC, San Francisco. Agency is George H. Hartman Adv., Chicago.

DMAA Convention Off

CANCELLATION of the 25th annual convention of the Direct Mail Advertising Assn. was announced July 2 by the association's board of governors. The action was taken in compliance with the request of the Office of Defense Transportation that all organizations minimize such activities so as to facilitate war transportation. Convention was to have been held in St. Louis, Oct. 8-10.

CHLORINE SOLUTIONS Inc., Los Angeles (Hypro), in a four weeks campaign starting July 20, will use daily spot announcements and participation programs on three San Diego, stations—KFSD KGB KFMB. Barton A. Stebbins Adv. Agency, Los Angeles, has the account.

SEASIDE OIL Co., Santa Barbara, Cal. (petroleum products), in a local distributors tie-in, is currently using station break announcements before and after the twice weekly quarter hour newscast, *Clete Roberts Reports*, on 12 BLUE Pacific Coast and Arizona stations, Tues., Thurs., 5:30-5:45 p.m. Spot campaign supplements the thrice weekly quarter hour *Seaside News* on the same list of BLUE stations, Mon., Wed., Fri., 5:30-5:45 p.m. McCarty Co., Los Angeles, has the account.

McKESSON & ROBBINS, Bridgeport, Conn., is now promoting its new product Bexel instead of Calox on the thrice-weekly *Dick Joy and the News* sponsored since March 2 on five CBS Pacific stations. Agency is J. D. Tarcher & Co., New York.

CALIFORNIA FICGO Co., Los Angeles (Ficgo, coffee substitute), in a 13-week Southern California campaign ending Oct. 5 is sponsoring two and four spot announcements per week on KHJ and KECA, respectively. Agency is Culbreth Sudler Co., Los Angeles.

CALIFORNIA FEDERAL Savings & Loan Assn., Los Angeles (investments), in a five-week campaign ending July 15, is using a total of 400 transcribed one-minute announcements on five stations in that area—KECA KFAC KGER KMPC KFWB. Elwood J. Robinson Adv. Agency, Los Angeles, has the account.

KWKH
CBS-50 KW
The Selling Power in the Buying Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

The TEXAS RANGERS
Transcribed Library is on
WKRC
CINCINNATI
and other stations, large and small, coast to coast
Available also to agencies and advertisers. For full details, write
George E. Halley
TEXAS RANGERS LIBRARY
HOTEL PICKWICK • KANSAS CITY, MO.

Frequency AND Power
980 KILOCYCLES
5000 WATTS DAY AND NIGHT
WSIX

● NOT ONLY GREATER BUT BETTER coverage of the entire Nashville market area is offered now through the new power and frequency of WSIX.

● Advertising buyers know that the new frequency—now 980 kc—is just as important as the step-up in power

FROM 250 TO 5,000 WATTS

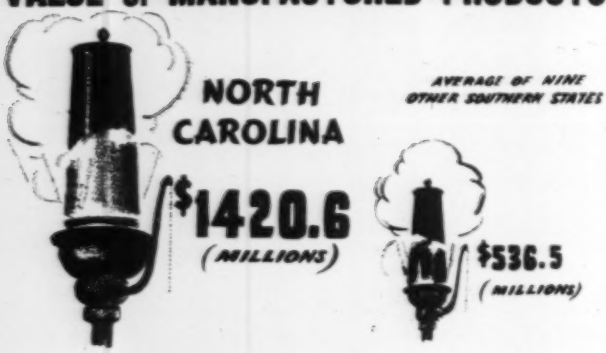
● For the time being, no change has been made in the old 250-watt rate. *Obviously, here is a BUY in a key market area, over the right station, at a bargain rate.*

SPOT SALES, INC.
20 E. 57th St., New York 360 N. Michigan Ave., Chicago
Market at Third St., San Francisco

5000 WATTS WSIX "The Voice of Nashville" 980 KILOCYCLES
NASHVILLE, TENN.

NORTH CAROLINA is the SOUTH'S No. 1 INDUSTRIAL STATE

VALUE of MANUFACTURED PRODUCTS



Source: — Census of Manufactures, 1939

WPTF with 50,000 Watts in RALEIGH is NORTH CAROLINA'S No. 1 SALESMAN

NBC — 680 K.C.

FREE & PETERS, INC. National Representatives

Kate Signed Thru '44

GENERAL FOOD Corp., New York, has renewed its contract with Kate Smith through 1944. The songstress will resume her Friday evening programs on CBS Sept. 18 after a summer hiatus, and next season will promote Jell-O Products instead of Grape-Nuts. The star's noonday series on CBS for Swansdown Cake Flour and Calumet is continuing through the summer, with Miss Smith broadcasting from her summer home at Lake Placid, N. Y. Agency is Young & Rubicam, New York.

Hope Given Top Rating In Latest Hooper Survey

BOB HOPE holds first place in the June 30 ratings for the C. E. Hooper "First 15" national programs, with a rating of 29.5. *Fibber McGee* ranks second with 26.9, *Radio Theatre* third with 21.8, *The Aldrich Family* fourth with 21.4.

Remaining programs listed in order of their Hooper ratings are: Charlie McCarthy, Walter Winchell, *Mr. District Attorney*, Fannie Brice-Frank Morgan, Kay Kyser, Eddie Cantor, *Music Hall*, Rudy Vallee, *Take It or Leave It*, Fred Allen, *Bandwagon*.

Tommy Dorsey, who replaces Red Skelton for the summer, tops the list of programs measured by partial rather than full "national" interviewing coverage, with a rating of 20.9.

Henry Quits Rockefeller, Takes Farm War Position

JEROME J. HENRY, assistant director of the radio division of the Office of the Coordinator of Inter-American Affairs (Rockefeller Committee), in mid-July will leave that post to take an administrative position in the Office of Agricultural War Relations under Secretary of Agriculture Claude Wickard. His successor as aide to Don Francisco, Rockefeller radio chief, and John W. G. Ogilvie, associate radio director, has not yet been chosen.

Mr. Henry, a 1929 U of Wisconsin graduate, started in radio with WHA, Madison, was a reporter with the *Madison State Journal* and from 1930 to 1934 was Frank Mullen's assistant in handling the NBC *Farm & Home Hour* out of Chicago. He first came to Washington to join the National Fertilizer Assn., succeeding to the job vacated by Harry C. Butcher when the latter became CBS Washington representative.

Longmire Joins NBC

CAREY LONGMIRE, formerly correspondent of *The New York Herald Tribune*, has joined NBC as commentator. Longmire started his journalistic career as telegraph editor of the *Nevada State Journal*, later joining the *San Francisco News and Examiner*. Five years ago he went to Europe, and was the first American correspondent to get into Spain after the Civil War was over. Longmire's assignment at NBC has not been announced.

WEMP Renounces All Trade Group

Lanphier Cites Confusion As Asks for United Front

ON THE GROUND that the tra association situation in radio to is "very confusing to everyone co cerned", C. J. Lanphier, manag of WEMP, Milwaukee, last we announced his resignation from t trade groups.

Letters were sent to Nevi Miller, president of NAB; Euge C. Pulliam, president of Netwo Affiliates Inc.; Harold A. Lafou executive of NIB, and Arth Simon, of the Foreign Langua Broadcasters Wartime Control.

Mr. Lanphier said with the various organizations "we are bei pressed on all sides for contri tions, conventions, meetings a what have you." He said he realiz a trade association is of vital im portance to every station and th this certainly is the time "for united front with a well-organize and well-supported staff, but at th moment it loks like a very dishe eled situation".

Eliminate Petty Quibbling

Mr. Lanphier said he was resig ing from NAB and NIB and ha no plans of joining other existi organizations, or any organizatio that may spring up "until the tim when we can all get together, elim inate petty quibbling, and work fo the interests of the American radi station, so that it may continue t serve the public interest, conveni ence and necessity with a minimum of interference from sources tha neither understand nor appreciat our mutual problems."

Membership of the NAB las week stood at 514 actives and as sociates, against the all-time high of 535 on Jan. 5, 1942. Since that date, 23 new members have bee enrolled. A total of 32 stations re signed, while a dozen stations were dropped for non-payment of dues.

KSAL Time Donor

AS a patriotic gesture, C. R. Anthony Co., Salina, Kan., has purchased five one-minute spot announcements daily on KSAL and has donated the time to Uncle Sam in an attempt to attract laborers to Salina defense projects.

WANTED
MEN over 45
ENGINEERS
ANNOUNCERS
SALESMEN

By important Basic Station. Good pay. WRITE giving full particulars of experience and references. All replies held confidential. Box 638.

Merchandising & Promotion

Saks Display—Autographed Books—News Sign
Fag Fund—War Flowers

IN a promotional tie-up with Saks-Fifth Avenue, "NBC Reports to the Nation", a window display representing NBC's worldwide news service to listeners was arranged by the network to appeal to current wartime interest in maps. The display, now on tour in other city department store windows, centers on a large scale model of the RCA Bldg., and shows a world map with red flasher buttons to mark every NBC station. Flanked by portraits of NBC foreign correspondents, is a cut-out map of their home towns in America connected by ribbon links to their present foreign posts. The entire display was arranged by Irene Kuhn, NBC program promotion coordinator.

* * *

Free Copies

AS PART of the promotion for a book written by Dr. Gerhard Schacher, news commentator of WIND, Chicago-Gary, titled *He Wanted to Sleep in the Kremlin*, the station has sent out to Chicago radio editors individually autographed copies of the book.

* * *

Running Bulletins

RUNNING news sign above Katz Drug Store at 12th and Walnut Sts. has been installed by WHB, Kansas City. The moving news bulletins are flashed across the board each weekday from 11 a.m. to 7 p.m. and are keyed direct from the WHB news bureau.

BROCHURES

WEMP, Milwaukee — Mailing piece entitled "Extra—WEMP Talks Results" citing WEMP's effectiveness listing its clients as proof.

BLUE Network—Latest piece entitled "Where Will Your Market Be After the War?" in which the BLUE asks the advertiser just that.

KSTP, Minneapolis-St. Paul—Folder with title, "Script: A. Hitler—Collaborator: I. Yamamoto," in which the KSTP *Household Forum's* part in the war effort is explained.

WIBW, Topeka—Tube shaped mailing piece simulating a fire cracker with a fuse that reveals a sales message when pulled.

BLUE Western Division—Aquamarine blue folder reviewing four months progress in coverage, programs, audience and effectiveness. Letter, signed by Don E. Gilman, BLUE Western division vice-president, accompanies the promotional piece.

KFBI, Wichita—File folder of coverage maps, station data, etc.

NBC-Red—Large folder about campaign of WBZ, Boston, in announcing NBC affiliation.

KYW, Philadelphia—Red, white and black folder titled "Professional Secrets Revealed to Ambitious Advertisers".

Porter Joins Blue

RECENTLY returned from European war zones, Ray Porter, former AP correspondent, has been added to the BLUE staff of news analysts and commentators, it was announced last week by G. W. (Johnny) Johnstone, BLUE director of news and special features. A native of Chicago and a graduate of the U of Iowa, Mr. Porter served AP in Europe from April, 1937 to November, 1941. He will be heard on the network Sundays from 12 noon to 12:15.

Smokes For Over There

DURING Canadian Army Week, June 29-July 5, the six stations of Northern Broadcasting Co., in Northern Ontario and Northern Quebec, vowed to gather 1,000,000 cigarettes for the Canadian troops overseas. Three half-hour *Fag Fund* programs daily went on the air, and a daily listing of results was given. Merchants represented in the programs offered 2% of their week's sales to buy cigarettes for overseas delivery to troops from Canada. The six stations participating were CKGB, Timmins, Ont.; CFCH, North Bay, Ont.; CJKL, Kirkland Lake, Ont.; CHEX, Peterborough, Ont.; CKRN, Rouyn, Que.; CKVD, Val d'Or, Que.

Latest Style Corsages

WAR STAMPS instead of the usual flowers are used in corsages being distributed to the trade by KVOO, Tulsa. The stamps are mounted on red, white and blue ribbons and an enclosed card reads, "This defense stamp corsage from Oklahoma's leading war-projects market."

* * *

Rank Identification

ALBUM to aid listeners in recognizing the rank and branch of service of the nation's fighting men is currently being distributed by KLZ, Denver. Albums are produced in color showing the insignia of all branches of the service.

WORKERS' SHUTEYE is the concern of WPAT, Paterson, N. J. To insure restful nights, the station is offering for display outside war workers' homes banners bearing the legend, "Quiet Please, War Worker." This sign is especially necessary, according to the station, for those workers who must sleep during the daytime. Displaying the sign is Mrs. Doris Toll, on 24-hour call for her job as teletype operator at the local Wright Aeronautical Corp. plant.

FANTASY
FOR A TIME-BUYER

CAN'T say that we've ever seen a time-buyer's nightmare, but we'll bet that it has something to do with diving from a great height into a teacup of water. At least that's one of the jitters we've noticed among time-buyers—the fear of diving headlong into an elaborate radio campaign and finding only a teacupful of responses.

So we think that on a good night you time-buyers will dream of diving into a limitless ocean.

We're not saying that any dive you decide to take up here in central and eastern New York and western New England will land you in a teacup. The markets are too prosperous for that. But they are also scattered. Over there in Albany is the nation's 61st retail market, Utica is the 97th, Schenectady the 101st, Binghamton the 104th, Troy the 116th. A good line-up, but it's only when you pull all those pretty-good markets together into one big buying unit, and then add all those prosperous farmlands in between—it's only *then* that the statistics become astronomical and the opportunities oceanic. WGY is the station to accomplish that, for it has these advantages:

★ area's highest power
★ area's lowest frequency
★ area's sole outlet for those popular NBC Red shows

WGY

GENERAL ELECTRIC

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

Purely PROGRAMS

IN TRIBUTE to the Navy, MBS will inaugurate a series of weekly broadcasts featuring Tommy Dorsey's band. The programs will include salutes to various Navy units, citations to individual sailors for valor, and to war-production factories winning the "Navy E" pennant. Navy men will contribute messages and furnish entertainment. As yet unnamed, the program will conduct a contest among enlisted Navy men for the best title. Winner will receive a $100 War Bond from Tommy Dorsey. Scheduled to run July and August, the series opens with a broadcast from WOL, Washington, July 18, from the Capitol Theatre. Subsequent programs will originate from different Mutual affiliates in the East and Mid West.

* * *

Commandos

ACTUAL RECORDS from the files of Great Britain's Commando force are the basis for a weekly adventure series to make its radio debut on CBS under the title *Commandos*. Four youths—two Americans, a Canadian and an Englishman—are the principal fictional characters of the documented programs, each of which will be complete in itself. An advanced training camp for Commandos is the scene of the first broadcast July 18.

* * *

Freedom Series

BBC quarter-hour weekly programs entitled *Liberty Programs* are heard on WLIB, Brooklyn. *Norway Fights Back* was the title of the first of the series to be aired.

CBC Overseas

NINE programs weekly are now scheduled on the Canadian Broadcasting Corp. network from Canadians on active service overseas. Since the First Canadian Division landed in England in December 1939, men of the CBC overseas unit have been with the troops to record their thousand of greetings for those at home. The current summer programs are three on Sundays and six on Saturdays. On Sundays there are *Greetings From The Beaver Club*, at noon, and *Troop Time* and *Canadian Calendar* in the early evening; Saturdays there are starting at 1:15 p.m. and carrying through to 11 p.m. *Khaki Scrapbook, Gentlemen With Wings, Troop Time, Letters From Britain, Canadian Calendar* and *Wings Abroad*.

* * *

To Mr. Motorist

TO HELP the public understand the reason for the gasoline shortage in the East, and to show how those who use gasoline for pleasure driving, set back the nation's military and industrial war program, WOR, New York, presented a half-hour dramatization last week titled, *Would You Like to Take a Walk?* The program was written by Dorothea J. Lewis and directed by Frank Telford, both of the radio section of the OWI.

Doughboy Jive

A REQUEST number program is being shortwaved to American troops abroad six-times weekly under the title *G. I.* (Government Issue) *Jives*. Also known as the "AEF Jukebox of the Air," the series is presented by *Yank*, the U. S. servicemen's news sheet, through the Office of War Information. The all-music program which started July 6, bring soldiers and sailors stationed outside the continent a quarter-hour of recorded music by name bands, including some disc prevues, with occasional special messages from the leaders themselves. Each day will be given over to tropical jazz music centering around a given subject such as "assembly lines", or "sports", with announcements by an Army private. U. S. service men overseas are invited to send in their requests for special numbers.

* * *

Gardening Tips

VICTORY GARDENERS may seek advice on their agricultural problems from the "Vegetable Clinic", feature of the CBS weekly programs, *Garden Gate*, a series of discussions on ornamental gardening. Listeners are invited to send their questions on vegetable growing to Cyrus R. Briggs, Dept. of Agriculture, who conducts the clinic from Washington, as part of the *Garden Gate* broadcasts originating in Nashville.

* * *

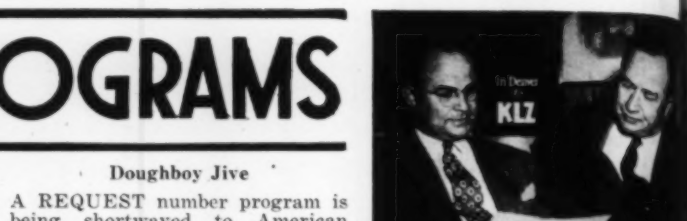
Victory Dance

AS part of a recent dance program being broadcast by WBLK, Clarksburg, W. Va., Announcer Mel Burka, who was m.c. on the occasion staged a victory dance with two policemen circulating through the dancers for contributions to the local war drive fund. Idea is to be used again at future dances.

* * *

Yodeling Ken

SERIES aimed at workingmen and farmers featuring *Ken Houchins, The Yodel' Drifter* is now being offered by Sound Control Associates, Des Moines transcription and production firm.



SCHOOL PLANS were formulated by Dr. Lyman Bryson (right), CBS educational chief, and Hugh B. Terry, manager of KLZ, Denver, for next fall's *School Of The Air Of The Americas* on CBS. They conferred at the network's exhibit booth at the recent National Educational Assn. convention in Denver.

CBS SCHOOL SERIES TO STRESS THE WAR

DEFINITION of the war effort to make the world conflict more understandable to America's young people will be the aim of the 1942-43 session of the CBS *School of the Air of the Americas*, starting Oct. 5, according to plans announced by Lyman Bryson, CBS educational director.

As in previous years, the Monday through Friday CBS series will be presented in cooperation with the National Education Assn., with the aid of other major educational organizations. At least six broadcasts are to be produced by and originate in Canada, and much material in the series will come from the 20 Latin American republics also participating in the project.

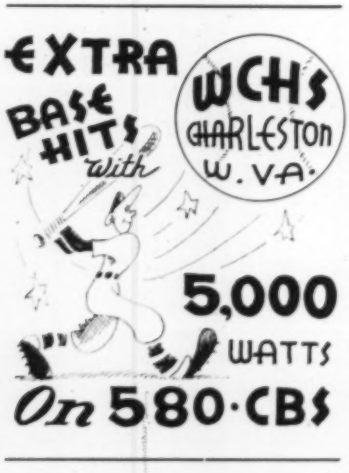
Work already has begun on the Teacher's Manual, more than 250,000 copies of which are to be distributed free to teachers using the programs as classroom aids. Lew Levine, assistant CBS educational director, continues as producer of the *School of the Air*.

Mr. Bryson revealed that the cooperation of the War and Navy Depts., the OWI and other federal agencies is to be enlisted in preparing the Friday "This Living World" series of the School. Frank Ernest Hill, noted educator, is to write the scripts for the show and act as annotator, and government officials and public leaders will be guests on the programs.

All programs on both the Thursday literature and Monday science series will be broadcast this fall on the CBC, while the network also will pick up several special programs in the series, according to R. S. Lambert, CBS education adviser. A Canadian edition of the "Teacher's Manual", produced by CBS, will be printed, and the CBC is including data on the *School* in its own "Teacher's Manual" of educational programs.

Suit Dismissed

U. S. DISTRICT Court for the Southern District of New York last week dismissed the infringement suit brought against BMI by Ira B. Arnstein, who has brought similar suits against ASCAP and its members in the past. Justice John Bright, in dismissing the action, awarded $500 to BMI for counsel fees assumed in its defense of the suit.



Red Cross Is Out

AFFECTING advertisers using Red Cross and Geneva Cross emblems on either their packaging or advertising, the House Committee on Foreign Affairs last Tuesday unanimously approved a bill to stop further use for commercial purposes. Under the bill (H.R. 7337), proposed by Rep. Bloom (D-N. Y.) use of either insignia would cease July 1, 1944, provided the user had been authorized prior to enactment of the bill. However, in retail sales, the emblems may be used until July 1, 1947. The bill also excludes use of either cross in charitable endeavors, except of course, in use by the American Red Cross organization. The bill is expected to reach the House floor early next week.

Marks Joins WOAI

GEORGE LEE MARKS, prominent in radio production for the last ten years and author of some of the *Uncle Walter's Dog House* scripts, has been named production manager of WOAI, San Antonio. As writer and producer for the Chicago Mummer's Theatre, Mr. Marks was actively engaged in the Chicago premiere of the famous stage play "Yellow Jack" and in the production of Broadway plays. For radio he has written, produced and developed program ideas for WMAQ. Chicago; KROW, Oakland; WKY, Oklahoma City. He left the latter station to join WOAI.

Mr. Marks

Ford for McAndrews

FRANK E. FORD, for more than two years assistant advertising manager of Pennzoil Co., Los Angeles (petroleum products), has been appointed NBC Western Division sales promotion manager. He succeeds Robert J. McAndrews, who resigned that post several weeks ago to join the Army Air Force as second lieutenant. Mr. Ford is well known in West Coast advertising. He was for two years Los Angeles branch sales promotion manager of Foster & Kleiser Co., before joining the petroleum corporation. Prior to that for four years he headed the field service office of McCann-Erickson Inc.

CHARGES that anti-democratic, anti-Russian and pro-Vichy propaganda flows unchecked through the channels of the French Network of the Canadian Broadcasting Corp. were laid before the Parliamentary Committee on Broadcasting at Ottawa July 7 by Jean Charles Harvey, Montreal editor of *Le Jour*. Three regular CBC commentators were singled out by Harvey as "friends of Vichy and indirectly, very often, the friends of the fascist regime".

CAB Petitions

(*Continued from page 18*)

competition, the privately-owned stations. This applied to commercial as well as non-commercial regulations.

With reference to changes in network regulations, the CAB urged "that this committee recommend that two or more private stations be permitted to link up for specific programs without hinderance, and that the line charges in the case of sustaining, non-profit-making programs be not more than the actual CBC cost thereof; in the case of commercial programs, CBC cost plus a reasonable supervision fee not exceeding 25 per cent. This would greatly encourage the development of Canadian radio talent and of distinctive Canadian programs."

CBC Power Freeze Opposed

Referring to the power situation Mr. Bannerman stated in the CAB brief that "whatever the future may be for individual stations in Canada, the CAB is of the opinion that the CBC policy of freezing any increase in power for the private stations to 1,000 watts in the face of the Havana Treaty is rapidly placing Canadian broadcasting, so far as power is concerned, in a very secondary position."

He also reviewed the latest CAB presentation to the CBC board of governors at their April meeting in which the CAB asked for revision of regulations governing transcribed shows during evening hours, ban on price mention be lifted, commercial sponsorship of news be allowed, ban on sustaining and sponsored commentators from the United States be lifted, and use of duplicate stations for commercial programs in metropolitan areas of three or more stations be allowed. He pointed out that only the regulations on transcribed evening shows were revised, and that the privately-owned stations are not satisfied with this "extremely cautious dealing with requests" of the private stations by the CBC board.

The brief referred to the amicable relations between the CAB and the CBC personnel, and pointed out on a number of occasions that the private stations "are continuously endeavoring to build up their service and usefulness to their communities."

New Station in Canada

CHOV, Pembroke, Ont., expects to go on the air about July 15. The station is located near one of Canada's largest Army camps on the Ottawa River. E. G. Archibald, formerly with Northern Broadcasting Co., Timmins, Ont., is managing director.

MORE than 400 stations have requested that ASCAP supply them regularly with the continuity service recently started by the Society as a free service to its licensees, according to Robert L. Murray, public relations director of ASCAP and creator of the plan.

WMAQ is the station most Chicagoans listen to most.

WMAQ is the station which carries 7 of the 8 most popular programs on the air.

WMAQ is the station most people in 33 important trading centers listen to most.

WMAQ is the Chicago station listened to most in 9 metropolitan centers.

WMAQ is the station that most people in 123 counties of Illinois, Indiana, Michigan, Iowa and Wisconsin listen to most.

And as a consequence, it is the best vehicle for your sales message in the Nation's second market.

WMAQ Chicago

Key NBC Network Station in Chicago

Represented by NBC Spot Offices in

New York Chicago Boston Washington Cleveland

Denver San Francisco Hollywood

MAINE'S

GREATEST ADVERTISING MEDIUM

WLBZ BANGOR

FIRST CHOICE OF NATIONAL ADVERTISERS

WHO KNOW MAINE AUDIENCES

NBC 620 KC YN

Radio's Place in OWI Structure

(*Continued from page 11*)

ally the same staff he had at OFF. Mr. Kane was one of the top men in the former OFF.

In addition, Mr. MacLeish will have a staff of six deputies for departmental liaison—men who will contact the Government's department heads on matters of domestic news policy. All also come over from OFF. They are Abe H. Fellers, former Yale professor; James Allen, former information director of the Securities & Exchange Commission and the Dept. of Justice and recently Hollywood representative for Lowell Mellett's motion picture branch of OGR; Arthur Sweetser, former chief of information for the International Labor Office, Geneva; Reginald C. Foster, of Boston; Frank P. Shepard, former vice-president of the Bankers Trust Co., New York; Robert Huse, former executive officer of OFF.

Radio Bureau Setup

Immediately following the announcements of the new setup, Mr. Lewis announced that his Radio Bureau will be divided into five divisions under his direction as chief and under Douglas Merservey as deputy chief. These divisions will be the Allocation Campaigns Division, Government Liaison Division, Radio Industry Liaison Division, Editorial Division, Production Division.

Seymour Morris, formerly with Compton Adv. Agency, New York, and recently serving as advertising liaison for the Radio Division of OFF, will head the Allocation Campaigns Division and will be in charge of all phases and operations of the various campaigns to enlist the industry in the war effort. In addition to the network and baseball allocations plan already in effect, the Radio Bureau of OWI will shortly announce two additional allocations plans developed by OWI in conjunction with representatives of the radio industry.

The Government Liaison Division will be headed by Philip H. Cohen, who will contact departments of Government having radio divisions for the purpose of aiding in the development of their various radio plans.

Prepare Broadcasts

The Editorial Division will be in charge of Bernard Schoenfeld, formerly chief of the Radio Section of OEM under Mr. Horton, and he will head the staff of writers who will prepare radio scripts and radio announcements issued by OWI. It is expected that OWI henceforth will prepare actual material for broadcasts, especially for stations which do not have adequate staffs to write their own announcements and continuities under the old OFF allocations plan.

The heads of the Production Division and the Industry Liaison Division have not yet been selected, but it is understood that several station and agency men have been contacted and it is expected that an announcement of appointments will be made within the next two weeks.

The Radio Bureau of OWI will continue to serve the War Production Board, Office of Price Administration, Office of Defense Transportation and War Manpower Commission in a program-producing capacity, and will review policy and clear time for all other Federal agencies.

Davis Is Frank

In his first press conference last Friday, Mr. Davis answered inquiries of some 250 newspaper and radio correspondents—nearly half of the Washington news corps—with utmost candor and made a wholly agreeable impression upon his former colleagues. He replied frankly to questions relating to the current saboteur trial in Washington, from which newsmen have been barred and from which practically no news has been given out by order of the military tribunal.

Mr. Davis has been at odds with the military men over the publicity methods of the trial, and indicated that he still thinks some phases of the trial could be reported but that he had met objections on the grounds of national security. The newspapers during the last weeks have been replete with reports of an alleged "break" between Mr. Davis and the military over the handling of the trial's news.

Mr. Davis asserted he saw no reason for holding back any news as long as no information of value to the enemy is disclosed.

Statement by Davis

In issuing his regulations No. 1, which states in a general way the functions of all departments and agencies, including OWI, in handling Government information relating to the war, Mr. Davis asserted:

"It is unlikely that this first order will meet satisfactorily all of the varying situations that may arise in different departments and agencies. Accordingly, we hope to develop, and improve as necessary, working arrangements that will meet their specific problems and needs. I hope these may be worked out through contacts between representatives of this office and of the departments or agencies severally.

"This is a people's war, and to win it the people should know as much about it as they can. This Office will do its best to tell the truth and nothing but the truth, both at home and abroad. Military information that would aid the enemy must be withheld; but within limitation we shall try to give the people a clear, complete and accurate picture.

"The Office of War Information will not, and does not want to, curtail the open-door policy that has always prevailed in the dealings of the government with press and radio and other news media. It is our hope, however, that we can put an end to conflicting statements which confuse the public mind. This can be done, I believe, by giving the complete truth to the public as rapidly as possible, and by endeavoring to establish procedures which may enable different agencies to reach agreement before a given issue comes to the state of publication.

Decentralization Aspect

"Executive Order 9182 and the accompanying regulations provide a high degree of decentralization. Information functions are centralized only when they bear significantly on the war effort or war policies; or when the information to be accurate and authoritative must be cleared with several agencies of government.

"Headquarters of OWI are being established in the Social Security Building."

Doctors Buy Time

FULTON LEWIS jr., the MBS commentator who is sponsored by different firms in individual cities, derives some of his income from a sponsor whose name is never mentioned on the air. In Olympia, Wash., a group of doctors bought time on KGY and are sponsoring Lewis, using announcements which do nothing more than request the public not to call physicians unnecessarily to their homes at night and to come to the offices of the physicians whenever possible. The reason for the medical "cooperative" is that Olympia has lost many doctors to the services and those left in civilian work are being taxed to their utmost. No names are ever mentioned.

Strong Shortwave Outl In Canada Is Soug

A RECOMMENDATION for t establishment of a high-power shortwave station in Canada w offered July 7 in a special inter report tabled in the House Commons in Ottawa. The rep by the House radio committee ask that the station be built "at t earliest possible moment", and sug gested that it be owned and ope ated by CBC.

The report estimated the co of such a 50,000-watt setup to \$800,000 for capital outlay a \$500,000 a year for maintenanc

In tabling the report, Dr. J. McCann, committee chairma stated that although the estimat may seem high, the committee fe it vitally important to undertak the project immediately. Reason previously advanced, which ha prompted other countries to estab lish such systems as part of th essential equipment of a nation were equally applicable to Canad the report said.

Reggie Schuebel Leaves Biow Post

Tibbals Also Leaves; Procktor To Assist Vick Knight

REGGIE SCHUEBEL, radio director of the Biow Co., New York, and connected with the agency's radio department for the past 11 years, resigned July 6. At the same time Walter A. Tibbals, a time buyer and program producer at Biow, left the company. Neither he nor Miss Schuebel had announced their future plans as BROADCASTING went to press last week.

Announcement of the two resignations was made the week after Vick Knight was appointed executive producer of radio programs for Biow by Milton H. Biow, president of the agency [BROADCASTING, June 29]. Mr. Knight will supervise production of the Biow programs, including the three Philip Morris network programs, Eversharp's *Take It or Leave It* show, and spot campaigns for Bulova Watch Co. and Tootsie Rolls, as well as handle talent arrangements.

Prockter Aids Knight

Assisting Mr. Knight will be Bernard Procktor, timebuyer, who will handle station relations and contracts. Appointed as assistant to Mr. Biow in a capacity somewhat similar to Miss Schuebel's former position in the radio department is Irving H. Mackenzie, formerly director of budgets and at one time in the space buying and media departments of the agency. Mr. Mackenzie will direct matters pertaining to policy.

Mr. Biow and Mr. Knight left New York last week for Hollywood to check on a proposed policy of shifting some of the agency's programs to the West Coast for origination from there

Keyes to Alley & Richards

LANGLEY C. KEYES, former vice-president of Badger & Browning Inc., New York, and previously associated with R. H. Macy & Co., New York, has joined the Boston office of Alley & Richards as account executive and member of the creative staff. He was onetime assistant dean of Harvard College.

Statement on Reorganization of OWI; Nine Branches and Bureaus Described

ORGANIZATIONAL setup of the several branches and bureaus of OWI was officially described in an OWI statement last Friday as follows:

The *Policy Development Branch* includes a small staff of deputies who will serve as liaison officers between OWI and the policy-forming officials of Federal Departments and agencies, as well as between OWI and representatives of the United Nations. These officers will serve as representatives of the Director in adjusting inter-departmental policy differences that otherwise would result in public confusion and misunderstanding, and will recommend general policies and programs aimed at keeping the public accurately informed on all phases of the war effort.

Also attached to the Policy Development Branch is the Bureau of Intelligence, (Mr. Kane) which surveys and analyzes specific problems and provides OWI with current knowledge as to the adequacy or inadequacy of government war information from the point of view of the public itself.

The *Domestic Operations Branch* will handle the coordination and dissemination of war information in the United States through all channels of communication. The Branch is divided into the following Bureaus:

The *News Bureau* (Mr. Horton), which will function along the general lines of a city news room.

The *Radio Bureau* (Mr. Lewis), which will serve as the central point of contact between the radio industry and all agencies of the government in matters pertaining to the dissemination of war information by radio.

The *Bureau of Publications & Graphics* (Mr. Fleming), which will coordinate or prepare and issue government pamphlets, posters, and other graphics pertaining to the war, and manage the distribution of these materials.

The *Bureau of Motion Pictures* (Mr. Mellett), which will coordinate the production and distribution of government-made movies and will handle relationships with the movie industry in connection with pictures bearing on the war.

The *Public Inquiries Bureau* (Miss Blackburn), which will provide a factual information service for the public and other government agencies, both at the Information service for the public and other government agencies, both at the Information Center in Washington and in the field. This was formerly one of the functions of the United States Information Service, Office of Government Reports.

Reduced Appropriations

The former OGR field organization is being realigned to come within reduced appropriations. There will no longer be State Directors, or State offices as such. Of the former 60 field offices in 44 States, 29 are being discontinued; 31 will be retained in selected cities in 29 States to answer direct inquiries regarding the government and to facilitate public contact with the government agencies.

Field offices of the OWI Public Inquiries Bureau will be staffed wherever possible by former OGR employees who know the government thoroughly and can therefore be helpful to persons seeking information.

Bureau of Special Operations (Mr. Hamblet, Acting in Charge), which will include special foreign language services within the United States, and liaison with the advertising industry and with numerous organized groups that want comprehensive information about the war effort.

The *Overseas Operations Branch* will handle all official information disseminated outside of the continental limits of the United States, (except to South and Central America). The organization (under Mr. Sherwood) is about as it was, except that domestic news gathering has been consolidated with the News Bureau of the Domestic Operations Branch.

OPA UNIT CREATED TO GET AD TIEUPS

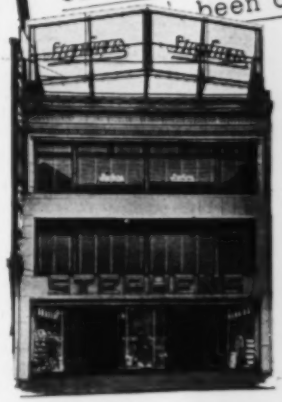
AS PART of the reorganization of the Consumer Division of the Office of Price Administration announced July 7 by Leon Henderson, OPA administrator a new unit to be known as the Commercial Relations Branch was formally created. [BROADCASTING, June 29]. According to the formal announcement this branch "will work with the channels of public information in use between private industry and the public in general."

As earlier described in BROADCASTING, this unit will work in close collaboration with manufacturers, advertising agencies, trade associations and trade journals to insure the success of rationing and price regulations. With the cooperation of these groups it is hoped to keep the public constantly informed of the reasons why and the ways in which all OPA programs must be carried out.

Wroe Alderson, formerly with Curtis Pub. Co., for six years as a market analyst and advisor is chief of this branch.

CASE HISTORY #22

Stephens Store started "Young Stars of To-morrow" half hour show, June 1935 ... been on station WHEC contin-



Stephens Store

One of Rochester's Leading Apparel Shops

Renews Program

ON WHEC

8th

Straight Year

Started with WHEC in depth of the depression. Exclusive WHEC client ever since. The program's commercials are "item and price"—*we have to produce the next day.* 416 consecutive weeks and new contract proves we do. That's why 20 other WHEC customers also have renewed *without a break* for the past 5 years or more!

"Results" is the Reason WHEC is Rochester's Favorite Station with both local and national sponsors!

WHEC

ROCHESTER, N. Y.

BASIC CBS McKinney & Son, Representative

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

TO THIS STATION

½ Million People in Northeastern Wisconsin Listen Nearly 60% of the Time—The Only Big Station in This Rich Area. No Other CBS Station can be Heard Regularly.

WTAQ
The only CBS outlet for Northeastern Wisconsin
GREEN BAY, WISCONSIN

WHO
at Des Moines
is "Heard Regularly"
all over IOWA with
50,000 WATTS
from the center
of the State
•
J. O. MALAND, Manager
FREE & PETERS, Inc.
National Representatives

Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

OWI Order

(*Continued from page 11*)

and agency to the Director of War Information not later than August 15, 1942.

(c) Each Department and agency shall designate a representative with authority to cooperate with the Office of War Information in expediting the handling of those classes of war information requiring central clearance, as enumerated in succeeding sections of this regulation.

3. News

(a) *General.* News releases relating significantly to the war effort or dealing with activities broader than the authorized work of the initiating agency shall, where possible, be prepared by the appropriate Federal Department or agency for clearance and issuance by the News Bureau of the Office of War Information. The Chief of the News Bureau will be responsible for clearing such releases with the appropriate policy officers of OWI and with the Departments and agencies concerned. Announcements, statements, material for radio news and newsreels, news pictures, and other material which have the same purpose as a news release shall be handled in the same manner as news releases.

(b) *Information Involving the Armed Services.* The Office of War Information will cooperate with the War and Navy Departments in facilitating the fullest possible dissemination of information involving military and naval actions. Whether specific military information would be of aid to the enemy will be determined by the War or Navy Department after consultation with the Director of War Information.

4. Addresses

In accordance with directives heretofore issued by the President, all addresses by the heads of Federal Departments and agencies and by other policy-forming officials will be cleared by the originating agency with the Chief of the Bureau of Publications and Graphics of the Office of War Information. The Chief of the Bureau will consult with the appropriate policy officers of OWI and with other governmental agencies in handling such clearance.

5. Publications

Most bulletins relate exclusively to the work of a single agency and do not involve war information policy; they will therefore continue to be prepared and published by the initiating Department or agency, without clearance. Publications relating significantly to the war effort, or dealing with activities broader than the authorized work of the initiating agency shall be cleared with the Chief of the Bureau of Publications and Graphics, who will be responsible for consulting appropriate Federal officials in reaching decisions.

6. Radio

Because radio time is limited, the Office of War Information will review and clear all proposed radio programs sponsored by Federal Departments and agencies (whether they directly bear upon war information or not), will allocate available time for such programs, and will serve as the central point of clearance and contact for the broadcasting industry in its relationships with Federal Departments and agencies concerning such government programs. Federal Departments and agencies desiring to disseminate information by radio, will make necessary arrangements through the Chief of the Radio Bureau, Office of War Information; the Chief of Bureau will be responsible for consulting the appropriate policy officers and subject-matter authorities in arranging final clearance of such programs.

7. Motion Pictures

The Chief of the Bureau of Motion Pictures, Office of War Information, will serve as the central point of contact between the motion picture industry and Federal officials to the end that the motion picture industry, both theatrical and non-theatrical, may make the maximum contribution to keeping the American public fully informed on vital aspects of the war. Official motion pictures of the Federal Government as a rule will be produced under the direction of the Chief of the Bureau of Motion Pictures; they may be produced by individual Departments and agencies after review, clearance, and approval of the Chief of Bureau.

8. Posters and Other Graphics

To reduce costs, the Office of War Information will maintain a central graphics service; proposed posters and related graphic material relating to the war effort shall be cleared with the Chief of the Bureau of Publications and Graphics who, after clearance of the initial plans, will make the services of the central staff available for production of such graphics.

9. Advertising

To avoid conflict and confusion, the Advertising Division of the Bureau of Special Operations, OWI, will, whenever war information is involved, serve as a central point of contact and clearance between government Departments and agencies and all branches of the advertising industry.

10. Foreign Language Services

To reduce the cost involved when several Departments and agencies arrange for the translation of news, features, and other material for the use of foreign language publications and radio stations in this country and provide special services to such media, all war information proposed for dissemination to such media shall be handled through the Foreign Language Division, Bureau of Special Operations, Office of War Information.

11. Comprehensive War Information

As contrasted to the specialized releases and information programs of the several Departments and agencies, the Office of War Information will prepare and publish comprehensive war information.

(a) The office will prepare and issue press releases, radio programs, publications, posters, motion pictures, and related materials which deal with subjects broader than the activities of a single agency, and shall have access to such information as may be necessary to carry out this task.

(b) The office will manage coordinated information programs involving the assistance of many Departments and agencies and the use of many media.

(c) The office will assign to specific Departments and agencies the responsibility for preparing for OWI materials needed in comprehensive information programs.

12. Information in the Field

The News Bureau of the Office of War Information will maintain a restricted number of field offices, located at centers of greatest war activity and of concentrated news-dissemination facilities.

(a) The field services of each Federal Department or agency will be responsible for preparing and disseminating information not related significantly to the war effort. The head of each Federal Department or agency shall instruct his field employees to release in the field only such information as is within clearly defined policy and exclusively within the authorized activities of his agency.

(b) Release which bear definitely upon war activities or policy or which include material broader than the authorized activities of the preparing agency shall be cleared with and issued by the nearest OWI field office.

(c) Radio programs relating to the war effort prepared by Federal agencies in the field for individual stations or regional or national networks shall be reviewed and cleared by the most convenient OWI field information office.

(c) Publications and graphics prepared and issued in the field and relating significantly to the war effort, or dealing with activities broader than the authorized work of the initiating agency shall be cleared with the nearest OWI field office.

13. Overseas Information

All information for official dissemination outside the continental limits of the United States (except to Central and South America) shall be handled exclusively by the Overseas Branch of the Office of War Information, whether such dissemination involves news releases, radio, short-wave radio, publications, graphics, motion pictures, or other media.

(a) To avoid duplication the News Bureau of the Office of War Information will gather news for the Overseas Branch as well as for the Domestic Branch of the Office, but dissemination abroad will be the responsibility of the Overseas Branch.

(b) All Departments and agencies shall provide the Overseas Branch with materials they believe useful for overseas use, and shall prepare materials at the request of OWI.

14. Personnel

In view of the importance of providing all the people with information so presented that they shall be "truly fully informed about the common war effort," the Office of War Information and the Departments and agencies shall cooperate in insuring that informational work is in competent, experienced hands. As required by Executive Order 9182, the Director of War Information, after consultation with the appropriate Departments and agencies, will direct the discontinuance of the activities of persons performing unnecessary information work.

15. OWI-OCD Cooperation

To meet the requests of discussion groups throughout the United States for facts on all phases of the war effort, the Office of War Information will cooperate with the Office of Civilian Defense in aiding such local discussion groups obtain speakers, pamphlets and related materials on the war effort.

Despite the distinctions made in this regulation between information issued direct by the several Departments and agencies and that issued by the Office of War Information, the appropriate media bureaus of OWI will, at the request of Departments or agencies which lack their own facilities, prepare and issue information materials for such Departments or agencies.

ELMER DAVIS, *Director*

TANKS RANK with Lt. Lloyd Anderson, former announcer of KMOX, St. Louis, and to prove it he's just won himself a promotion to a first lieutenancy in the tank corps at Ft. Knox, Ky.

NBC Body Talks War Cooperation

Group Considering Shortage Of Men and Materials

THIRD MEETING this year of the Planning and Advisory Committee of NBC convened last week in New York, with the seven chairmen of regional committees representing NBC affiliates meeting with NBC executives to discuss cooperation of the network and its affiliates in America's war effort.

Two of the principal questions discussed concerned how radio's participation in the war effort might be furthered, and what methods were best in meeting the acute shortage of men and materials facing the network as the war continues. A summary was presented to the regional chairmen of NBC's war effort since Dec. 7, 1941, during which it was pointed out the network had devoted over 197 hours to war programs and messages.

Regional Chairmen

The seven chairmen present were: Harry Stone, WSM, Nashville; Paul W. Morency, WTIC, Hartford; James D. Shouse, WLW, Cincinnati; Stanley Hubbard, KSTP, St. Paul; O. L. Taylor, KGNC, Amarillo; Ed Yocum, KGHL, Billings; Arden X. Pangborn, KGW, Portland, Ore.

NBC executives attending the morning and afternoon sessions in Radio City included Niles Trammell, president; William S. Hedges, vice-president in charge of stations; A. L. Ashby, vice-president; Harry Kopf, vice-president in charge of the Central Division; O. B. Hanson, vice-president and chief engineer; Roy C. Witmer, vice-president in charge of sales; Clarence Menser, program manager; Sheldon Hickox Jr., manager of station relations; Charles Brown, sales promotion manager.

Rum and Maple Extends

RUM & MAPLE Tobacco Corp., New York, is extending a test campaign launched April 6 on stations in six states. Samples of R & M tobacco and Three Squires Type Mixture are offered listeners in one-minute live announcements, currently aired on 45 stations in 20 markets from three to four times weekly. Each station carries the commercials as long as its allotted supply of samples holds out, usually a matter of one or two weeks. R & M will continue to test different stations for brief periods, in view of selecting the most effective local outlets for a prolonged and regular advertising schedule. Raymond Spector, New York, handles the account.

Voynow to Army

EDWARD VOYNOW, Chicago manager and partner in the firm of Edward Petry & Co., station representatives, last week received orders to report for active duty as a captain in the Army Air Force training quarters in Florida. Capt. Voynow is a co-founder of the Petry organization and has been in charge of its central division activities as vice-president since its inception. John Ashenhurst, for the last decade top man in the Petry Chicago office, has been named acting manager of the office.

Mr. Voynow

Pearson Co. Appointed As WIRE Representative

JOHN E. PEARSON Co. has been appointed exclusive national representative of WIRE, Indianapolis. The station operates with 5,000 watts on 1430 kc., and is owned and operated by Eugene C. Pulliam, publisher of the *Vincennes* (Ind.) *Sun-Commercial* and *Huntington Herald-Press*.

In a realignment of station list, the Pearson Co. reports it has resigned from representation of KCMO, Kansas City; KDRO, Sedalia; KHMO, Hannibal; KFVS, Cape Girardeau; KWOC, Popular Bluff, Mo.; WKRO, Cairo, Ill.; WPAT, Paterson, N. J. It now represents, in addition to WIRE, KWTO-KGBX, Springfield, Mo.; WJJD, Chicago; KSAL, Salina, Kan.; KGGF, Coffeyville; KSAL, Salina, Kan.; KDTH, Dubuque; WEW, St. Louis; WOAV, Vincennes, Ind. The company has moved to larger Chicago offices at 360 N. Michigan Ave.

Jolly Time Corn Plans

WITH sugar rationing cutting into home candy making, Jolly Time Pop Corn Co., Sioux City, Ia., is planning increases in advertising in all media, according to an announcement of Buchanan-Thomas Adv. Co., Omaha, agency handling the account. Radio, trade papers, national consumer magazines and newspapers will be more widely utilized, it was said.

AFRA Contracts

NEGOTIATIONS between the American Federation of Radio Artists and the managements of WHDH, BLUE Boston outlet, and two Fresno, Cal., stations, KARM and KMJ, have been concluded with the ratification last Thursday by the AFRA board of directors of three contracts covering staff announcers at the stations. The new pacts contain the standard AFRA-shop clauses.

Menser Named as NBC Program Vice President

CLARENCE L. MENSER, national program manager of NBC, last Friday was elected vice-president in charge of programs. He succeeds to the post vacated by Sidney N. Strotz, now vice-president in charge of Pacific Coast operations.

Niles Trammell, NBC president, said Mr. Menser will have direction and supervision of all NBC programming. He is former national production manager of NBC and worked under Mr. Strotz.

(See sketch of Mr. Menser, page 39)

Vick Future Plans

VICK CHEMICAL Co., New York, which has already signed for a five-minute period on WJZ, New York, for its cold products to start in September [BROADCASTING, June 22], is lining up a fall and winter schedule of spot announcements for Vicks cough drops. No details are available at present. Radio plans for Vapo-Rub and Vatronol continue unsettled with the possibility of a network show still in the offing. Morse International, New York, is the agency.

Writer Sues WOR

SUIT FOR $50,000 damages has been filed in New York Supreme Court by Bill King, scriptwriter, against the program service department of WOR, New York. King claims that the station had refused to return certain radio scripts.

CHARLES JOHN BROWN, 13, son of Charles B. Brown, manager of the promotion department of NBC, died Thursday, July 9, at the Alexian Bros. Hospital, Elizabeth N. J., of complications following an emergency operation for appendicitis five days earlier. He was an only child. Funeral is July 13.

JOHN RICHMOND, for the last year and a half in the magazine division of the CBS publicity department, has been appointed head of the division, replacing Thomas Flanagan, recently commissioned a lieutenant j. g. in the U. S. Naval Reserve.

NAME of the summer replacement for the NBC *Chase & Sanborn Show* is *Star Spangled Vaudeville*. Standard Brands sponsors the show for Fleischmann's Yeast, while the Charlie McCarthy-Edgar Bergen series for the company's C & S coffee takes an eight-week layoff [BROADCASTING, June 15, 29].

Starts With 80

WHEN WSNY takes the air on the morning of July 15 [see page 28], it will be setting something of a record. The station will be self-supporting from the very start, with more than 80 local and national clients scheduled. These will include all three of Schenectady's department stores—Carl's, Wallace's, Barney's—each signed for a 15-minute, across-the-board, six-days-per-week program. All three stores have used radio infrequently in the past.

WITH AN EYE FOR
WCOP
BUSINESS
... more and more advertisers are spending more and more money on WCOP!
REPRESENTED BY HEADLEY-REED CO.
COPLEY PLAZA HOTEL, BOSTON - 1150 on Your DIAL

PROOF OF POPULARITY
Latest Hooper ratings show that . . .
Salt Lake City People Listen Most to . . .
KDYL
The POPULAR Station
JOHN BLAIR & COMPANY
UTAH'S ONLY NBC STATION

W. K. BAILEY HEADS CHICAGO SPOT SALES

W. K. BAILEY, Midwestern radio executive, has been appointed manager of the Chicago office of Spot Sales Inc., as announced by Loren Watson, executive vice-president of the station representative firm. Peterson Kurtzer, former Chicago manager, has been granted a leave of absence from Spot Sales for the duration.

Assisting Mr. Bailey on some of the sales duties will be Aileen Phillips, while Louise Monson, new to radio, has also joined the company. Mr. Watson also announced that WINN, Louisville, has appointed Spot Sales its national sales representative.

Mr. Bailey, after graduation from Nebraska U, was assistant advertising manager of Mona Motor Oil Co., entering radio with that company's station, KOIL, Omaha, and later serving with WIBW, Topeka. After a term as radio director of Schwimmer & Scott, Chicago, he returned to Omaha as manager of WAAW (now KOWH), subsequently serving as manager of KBIX, Muskogee, and KFNF, Shenandoah, and as commercial manager of WCAR, Pontiac. He left WJJD, Chicago, to join Spot Sales early this month.

Oberfelder Promoted

TED OBERFELDER, veteran broadcasting sales promotion executive, has been appointed sales promotion director of WCAU, Philadelphia, succeeding Joseph Connolly, who has entered the Navy as a lieutenant (j.g.). Following several years with Lennen & Mitchell, New York advertising agency, Mr. Oberfelder became promotion director of Hearst Radio. He later joined the *Philadelphia Inquirer* as circulation promotion manager and during the past year has been on the local sales staff of WCAU.

WITH comedian Walter O'Keefe replacing the Frank Crumit-Julia Sanderson team as m.c., the *Battle of the Sexes*, quiz show sponsored on NBC by Cummer Products, New York, for Molle Shaving Cream, will begin featuring soldier-sailor teams against feminine volunteer war workers with the July 28 broadcast. War savings stamps, to the extent of $10 for each contestant, will be given by the sponsor, with additional $10 cash awards for members of the winning teams. Agency is Young & Rubicam, N. Y.

EIGHT PROGRAM DIRECTORS of CBS owned and operated stations, lined up for this shot last week between sessions of a four-day visit to New York to confer with executives of CBS and Radio Sales. Left to right, they are: Al Sheehan, WCCO, Minneapolis; George Allen, WABC, New York; C. G. (Tiny) Renier, KMOX, St. Louis; Russ Johnston, KNX, Los Angeles; Charles Crutchfield, WBT, Charlotte; Lloyd del Castillo, WEEI, Boston; Walter Preston, WBBM, Chicago; Lionel Baxter, WAPI, Birmingham.

WOR'S PLAYHOUSE
Staff Will Write Scripts For Summer Sustainer

FOR THOSE who are cut off from their favorite summer theatres because of restricted travel, WOR, New York, will present a sustaining weekly show entitled *WOR Summer Theatre*, starting July 16. Scripts for the series will be written by WOR staff members, who will be encouraged to experiment with innovations. The show was originally scheduled to replace Jack Dempsey's *All-Sports Quiz*, when the latter was to go off the air for the summer. With the Dempsey program continuing on WOR as a sustainer, until Piel Bros. resumes sponsorship in the fall, the *Summer Theatre* will be aired 9:30-10 p.m. Thursdays.

"The Ropes," a play written by his father, Wilbur Daniel Steele and produced by the Provincetown Players, will be adapted for radio by Peter Steele, commercial continuity director. Another staff member to give his father a break will be Donald Hamilton, office manager of the program dep't, who will adapt "The Big Idea", Clayton Hamilton's Broadway show. Robert A. Simon, continuity editor, will write an original baseball story; Stella Roth, continuity writer, will script a mystery show and and Robert Louis Shayon, a staff director, will adapt Oscal Wilde's "The Young King." The publicity staff will write score and lyrics for a musical show, "Red Barn of Broadway."

Hal Wilson to KXL

HAL W. WILSON, long identified with station operation in the Southeast, has been appointed general manager of KXL, Portland, Ore., succeeding Frances R. Symons. Mrs. Symons has managed the station since the death of her husband early this year. Mr. Wilson recently disposed of his interest in WGTM, Wilson, N. C., which he managed prior to assuming managership of WWPG, Lake Worth, Fla. KXL operates on 750 kc. with 10,000 watts limited time. It will be represented nationally by Joseph Hershey McGillvra.

Mr. Wilson

Patriotic Setup

INTER-ALLIED Information Committee, formed recently to clear information concerning the United Nations, has announced the organization of a radio department to serve as a clearing house for patriotic programs between producers and broadcasters. Made up of various members of the United Nations, the department is also considering a series of recorded shows in tune with our war efforts against the Axis. IAIC is located at 610 Fifth Ave., and is served by an international staff.

Ziv's New Series

FREDERIC W. ZIV Inc., Cincinnati, announces the release of a new "western" musical variety show *The Old Corral* via transcription. It features the artists now on the CBS sustaining Saturday morning show *Ozark Varieties*, including Pappy Chesire, Sally Foster, the Bunkhouse Quartet and Wade Ray. Show is now aired on KMOX, St. Louis, for Slack's Furniture, and in New Orleans for Regal Beer.

ALL-CANADA Radio Facilities Ltd., Toronto, sales representative for a group of 31 Canadian stations, has signed for exclusive Canadian rights to *The Shadow*, transcribed series produced by Charles Michelson, New York. The deal follows trial runs of the programs.

M'Cormack KTHS Head Besides Shreveport Post

JOHN C. McCORMACK, general manager of KWKH-KTBS, Shreveport, La., will be president of Radio Broadcasting Inc., new licensee of KTHS, Hot Springs, Ark. Mr. McCormack has revealed that he will serve at KTHS purely in an executive and supervisory capacity only and will maintin his residence and main business interests in Shreveport.

The sale of KTHS by the Hot Springs Chamber of Commerce was approved June 16 by the FCC [BROADCASTING, June 22]. Station operates on 1090 kc. with 10,000 watts daytime and 5,000 night. Under NARBA, KTHS is entitled to operate with 50,000 watts fulltime and the new owners have announced their intention of eventually bringing the station up to its maximum potential power.

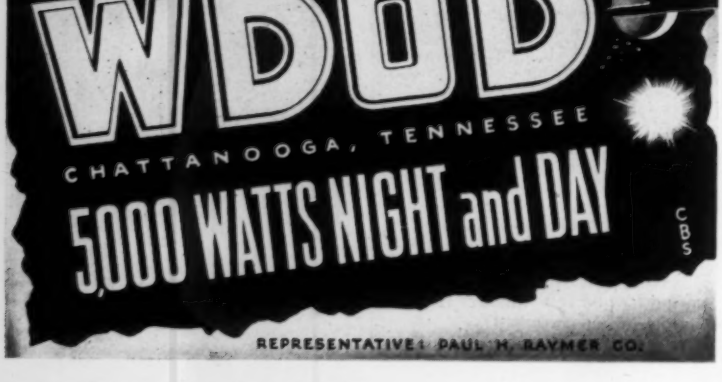
Suit Against GE

SUIT FOR $150,000 damages alleging non-payment for the use of a program idea on the NBC *Hour of Charm* has been filed in New York Supreme Court by Don Reid, vocalist, against General Electric Co., Maxon Inc. and BBDO, agencies handling portions of the GE account. The plaintiff claims to have originated the idea of college and university contests conducted by a sponsor to select winners for weekly competition on the air.

Winchell's Subs

WHILE Walter Winchell vacations in August, broadcasts of his *Jergens Journal* on BLUE will be filled on different Sundays by John Gunther, author; Raymond Clapper, columnist and BLUE commentator; Clare Boothe, playwright and writer; and Frazier Hunt, CBS commentator. Andrew Jergens Co., Cincinnati, sponsors the *Journal* for Jergens Lotion. Agency is Lennen & Mitchell, New York.

WHN, New York, has arranged to rebroadcast BBC programs and presents *Meet John Londoner* as the first series to be heard under the plan. The BBC show, featuring on-the-street interviews, is transmitted from London Tuesday, 8:45-9 p.m. and is transcribed by WHN for rebroadcast an hour later.



WFBL for Central New York
SYRACUSE • 5,000 watts • CBS
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

LEVER BROS. SIGNS FOR CBS FALL SHOW

LEVER BROS., Cambridge, Mass., last week signed with CBS for the Wednesday 9-10 p.m. period for a show to start sometime in the fall. According to Ruthrauff & Ryan, New York, agency in charge, no plans have been made to date for the product nor for the program or programs to be scheduled in that time.

It was rumored, however, that Lever might start Bob Burns as *The Arkansas Traveler* for Lifebuoy in the first half-hour 9-9:30 p.m., currently occupied by Procter & Gamble Co.'s *Junior Miss* show with Shirley Temple, which may go off CBS Aug. 26. The second half-hour might be filled with the Lever Edna Mae Oliver show titled *The Remarkable Miss Tuttle*, now on NBC in the Sunday evening 7-7:30 spot. That change would probably become effective when Jack Benny returns to that time after his summer vacation. These rumors were not confirmed by the agency.

Two other national advertisers also were reported last week to be interested in network programs for this fall, including Colgate-Palmolive-Peet Co., Jersey City, and Lady Esther Co., Chicago.

Sterling Switches Two Serials to CBS Network

STERLING PRODUCTS, Wheeling, W. Va., on Aug. 3 is shifting two of its five times weekly serial programs from the BLUE to CBS. The program *Second Husband*, promoting Dr. Lyons toothpowder Monday and Tuesday, and Bayer Aspirin Wednesday through Friday, 11-11:15 a.m., will move to CBS in the Monday through Friday 10.30-10:45 a.m. spot, vacated July 10 by the Colgate-Palmolive-Peet serial *Stepmother*.

Series titled *Amanda of Honeymoon Hill*, now on the BLUE 11:15-11:30 a.m. the first three weekdays for Haley's M-O, and Thursday and Friday for Dr. Lyons toothpowder, will be heard on CBS at the same time. This 11:15 a.m. spot on CBS is currently occupied by Fletcher Wiley on a sustaining basis. Agency for Sterling Products is Blackett-Sample-Hummert, New York.

Ben Hur Campaign

BEN HUR PRODUCTS Inc., Los Angeles (coffee, tea, spices), on July 14 started for 52 weeks sponsoring twice weekly *Boake Carter News*, on 2 Don Lee California stations (KHJ KGB), Tuesday, Thursday, 9-9:15 a.m. (PWT). Firm on July 16 started sponsoring thrice weekly, *Fulton Lewis jr.*, on those same stations, Monday, Wednesday, Friday, 4-4:15 p.m. (PWT). In addition, Ben Hur Products on July 7 started utilizing a thrice weekly quarter hour newscast on KFI, Los Angeles. Latter contracts are also for 52 weeks. Placement is through Bartin A. Stebbins Adv., Los Angeles.

A GERMAN language version of *Dear Adolf*, the NBC series of letters written by Stephen Vincent Benet, is being transmitted to German listeners via shortwave. The "letters" are also heard in Spanish by South American listeners.

Sponsor Comes Back

TWENTY-TWO years ago, Lee Mason had a program on a Chicago station sponsored by Kellogg Co., Battle Creek, Mich. Now the same company is sponsor of his *Legion of Friends* on WOR, New York.

DISCS ON NETWORK

'Lone Ranger' on Blue Features 2½-Minute Transcriptions

THROUGH cooperation with the War and Navy Depts., interviews with U. S. war heroes at worldwide battle stations will be transcribed and broadcast on the *Lone Ranger* program sponsored by General Mills, Minneapolis, on 48 BLUE stations, 6-6:30 p.m. Mondays, Wednesdays and Fridays for Kix. Starting July 17, the transcribed interviews with such war heroes as Ensign Don Mason ("Sighted sub—sank same"), Lt. Geo. Welch, who shot down four Jap planes at Pearl Harbor, and others, will be presented as a separate feature at the conclusion of each program. Approximately 2½ minutes in length, the interviews will be dedicated to the Lone Ranger Victory Corps, and will also include Government messages on salvage, bonds etc. It is said that this is the first time transcriptions will be broadcast regularly on a nationwide BLUE network. Blackett - Sample - Hummert, Chicago, is the agency.

Further Bond Promotion Asked of Broadcasters In Telegram by Treasury

TO SPEED war bond sales, the Treasury wants to enroll all broadcast stations as agents to sell bonds direct to their listeners. In a telegram to all stations last Thursday, Vincent F. Callahan, director of radio and press of the Treasury's bond drive, announced the "call for help". Bonds will be furnished stations without collateral and local promotional plans are left to the judgment of stations. His telegram follows:

Billion Dollar Average

"This is a call for help. We need an average of one billion dollars a month in war bonds sales every month. We want you to become a sales agent for the U. S. Treasury Department. In this capacity we want you to sell bonds direct to your listeners. The Treasury will furnish you bonds and no collateral will be necessary. This will enable you to sell war bonds at your station. You can devise whatever local promotion plans you feel to be most effective. Will you please answer this telegram as soon as possible giving a yes or no answer. Please reply collect to Henry Morgenthau Jr., Secretary of the Treasury."

Treasury officials reported Friday that within 12 hours upwards of 100 stations had enthusiastically pledged their efforts in the direct sales drive. Under the project, stations either can accept payment by mail or establish booths in their studios, or both.

HARRY STONE, general manager of WSM, Nashville (with cigarette), loads scrap rubber into his boat, *Myalibi*, at Carthage, Tenn., about 130 miles up the Cumberland River. The *Myalibi* and Mr. Stone's crew brought back more than 500 pounds of rubber to join the scrapheap for Uncle Sam.

KASPAR-GORDON Inc., Boston, has released *Songs of Cheer and Comfort*, 52 transcribed quarter-hours of gospel songs and philosophy by Richard Maxwell.

LARRY ELLIOTT, freelance announcer, has been signed to make special patriotic appeals on *Great Moments in Music*, sponsored on CBS by Celanese Corp. of America, New York.

CANTEEN SERIES PLANNED ON CBS

CORN PRODUCTS REFINING Co., New York, on July 30 will begin a series on CBS based on the Stage Door Canteen entertainments put on by the American Theatre Wing in New York. The broadcasts, Thursday nights 9:30-10, will originate from CBS Playhouse No. 2 near the Canteen and studio audience will probably be limited to members of the armed forces.

Titled *Stage Door Canteen*, for which name CBS is paying a fee, the series will feature prominent guest stars who will be paid as ordinary talent and not on a volunteer basis as in the Theatre Wing's entertainments. No permanent m.c. has yet been chosen, and according to C. L. Miller Co., New York, Corn Products agency, no definite talent details have yet been lined up.

Commercials on the show will be institutional for the most part, with the company's product, Mazola, promoted at varying times. A two-year contract with options guarantees the Theatre Wing about $2,500-$3,000 per week, with part of the money going to improve the building in which the Canteen is housed.

Join Screen Guild

RADIO PUBLICISTS together with motion picture and theatre publicists in Greater New York and vicinity have been officially placed under the jurisdiction of the Screen Publicists Guild, former independent union, newly-chartered as Local 114 of the United Office & Professional Workers of America, CIO.

AMERICA'S LEADING FOREIGN LANGUAGE STATION

IF 550,000* Poles in the Metropolitan Area comprising 100,000 Families spend $250,000,000 yearly for daily necessities . . . .

AND we have a record of 14 advertisers using our Polish hours for a total of 73** years . . . .

BUT what are you doing if anything to get your share of this business? Let us tell you more.

* U. S. 1940 Census Figures

** Details on Request

1480 Kilocycles Full Time Operation

WHOM

JOSEPH LANG, Gen. Mgr.

Tel.—Plaza 3-4204 29 West 57th Street, N.Y.C.

Actions of the
FEDERAL COMMUNICATIONS COMMISSION
JULY 4 TO JULY 10 INCLUSIVE

Decisions . . .

JULY 7

KXA, Seattle—Granted construction permit to move transmitter locally and install new antenna subject to applicant filing application and provide for operation of station at approved site and when conditions make it feasible to obtain materials.

WDGY, Minneapolis—Granted modification of license for unlimited time with 250 watts night and 5 kw. local sunset.

KFXD, Nampa, Ida.—Denied special service authorization for 1030 kc., 250 watts, unl. time, for period ending 10-1-42.

DESIGNATED FOR HEARING—**KXO, El Centro, Cal.**, modification of license to change to 1230 kc.; **WCOP, Boston**, construction permit for increase in power to 1 kw. day and night and directional changes; **WGKY, Charleston, W. Va.**, construction permit to increase to 250 watts and equipment changes; **WORK, York, Pa.**, modification of construction permit for installation of new transmitter; **WHEB, Portsmouth, N. H.**, application for consent to transfer control to The LeTourneau Foundation; **NEW, WCAU Broadcasting Co., Philadelphia**, construction permit for new television station; **W55NY, W G. H. Finch Co, New York**, application for new FM station; **W79C, Chicago**, modification of construction permit to extend completion date to 12-28-42.

NEW, The Constitution Broadcasting Co., Atlanta—Entered order dismissing application for new station.

WOWO, Ft. Wayne, Ind.—Entered order dismissing application for construction permit for 50 kw. on 1190 kc.

WOKO, Albany—Denied petition to retain application for new FM station in pending files rather than dismiss in accordance with April 27 order; designated for hearing.

W71SB, South Bend, Ind.—Granted modification of construction permit extending completion date for period of six months from June 25.

NEW, LaCrosse Tribune Co., LaCrosse, Wis.—Denied petition for consideration of application under memorandum opinion of April 27 and designated application for hearing.

W75NY, New York—Granted modification of construction permit for extension of completion date to 12-30-42

LICENSE RENEWAL GRANTED—WSGN WHBI WSPR WSAI WHA WGBG WMMN WORL WPEN WSPA WWJ WHEC WKBH WMBD WMPS WROK WSFA.

JULY 8

KSL, Salt Lake City—Granted construction permit to make changes in transmitting equipment.

WIBC, Indianapolis—Granted motion to continue hearing to 8-6-42.

W49BN, Binghamton, N. Y.—Granted modification of construction permit as modified for change in type of transmitter, change in antenna system, and extension of completion date to 60 days after grant hereof.

KFVS, Cape Girardeau, Mo.—Granted construction permit to make changes in transmitting equipment.

WOC, Davenport, Ia.—Granted modification of construction permit as modified for extension of completion date to 9-19-42.

NEW, Columbia Broadcasting System Inc., Boston—Granted motion to dismiss application for construction permit for new station.

KALB, Alexandria, La.—Granted petition to dismiss application for 580 kc., 1 kw., with directional antenna night unlimited time.

Applications . . .

JULY 6

WGNY, Newburgh, N. Y.—Special service authorization for unlimited time on 1220 kc. with 1 kw. day and night for period ending 4-1-44.

WESX, Salem, Mass.—Modification of license to move main studio to Marblehead, Mass.

WJW, Akron—Modification of construction permit as modified for new requesting change in type of transmitter and extension of commencement and completion dates.

WALB, Albany, Ga.—Voluntary assignment of license to Albany Herald Broadcasting Co.

KVOO, Tulsa—Modification of construction permit as modified requesting changes in directional antenna and extension of commencement and completion dates.

KARM, Fresno, Cal.—Special service authorization to change to 1030 kc. employing directional antenna.

WWNY, New York—Modifiation of construction permit requesting extension of completion date to 10-16-42.

WMRC, Greenville, S. C.—Authority to make changes in automatic frequency control equipment.

WHIP, Hammond, Ind.—Modification of construction permit as modified requesting further changes in directional antenna.

K51L, St. Louis—Modification of construction permit as modified requesting extension of completion date to 2-4-43.

KOB, Albuquerque—Modification of construction permit as modified requesting extension of commencement and completion dates.

KJR, Seattle—Modifiation of construction permit as modified requesting approval of directional antenna and transmitter site.

KFQD, Anchorage, Alaska—Voluntary assignment of license to William J. Wagner; construction permit to install new transmitter and increase to 1 kw.

Tentative Calendar . . .

WAAT, Jersey City, modification of license to move studio to Newark (July 13).

NEW, South Florida Broadcasting Inc., Miami, CP for new station on 1450 kc., 250 watts unlimited time (further hearing, July 14).

NEW, Herman Radner, Dearborn, Mich., CP for new station on 680 kc., 250 watts daytime (July 15).

NEW, Camden Broadcasting Co., Camden, N. J.—CP for new station on 800 kc., 500 watts daytime (July 15).

TELICON Corp., organized to manufacture parts for radio transmitters and receivers for defense purposes, has been organized by Solomon Sagall, founder and former managing director of Scophony Ltd. of England, with offices at 305 E. 63rd St., New York. According to Mr. Sagall, the firm will specialize in piezo-electric crystals.

Atlantic Network Begins Its Operations July 14

FIRST TWO regular program series announced by the new Atlantic Coast Network, which has been testing operations since July 1 and starts full scale operation July 14, have been arranged in cooperation with the British Broadcasting Corp., according to Edward Codel, general manager of the Bulova-Lafount regional chain of 10 stations.

The series, *News From London*, will be carried on ACN from BBC studios, Monday through Saturday, 10:45-11 p.m., starting July 14. A twice-weekly series, 8-8:15 p.m., also has been arranged from London, featuring Vernon Bartlett, diplomatic correspondent of the *London News Chronicle*, and Frederick Kuh, London correspondent of the *Chicago Sun*, on Tuesdays, while on Wednesdays the quarter-hour talks will be by William Holt, London correspondent of the *Christian Science Monitor*.

Socony Signs Swing for Blue Series This Fall

SOCONY-VACUUM OIL Co., New York, will sponsor Raymond Gram Swing on the BLUE, starting Sept. 28, date on which Mr. Swing is slated to move from Mutual to NBC on an exclusive contract [BROADCASTING, June 8]. After the contract was signed with Socony, it was found the best available time was 10 p.m. on the BLUE for four days a week. These four days have not yet been selected, according to J. Stirling Getchell, New York, Socony agency. Network will include 140 stations, 126 of them being BLUE affiliates, and the remainder to be NBC outlets whose 10-10:15 p.m. period has not been pre-empted for NBC programs.

IT MUST BE FUN to have a *Date With Judy*. Grinning over script of the Bob Hope summer replacement show, sponsored by Pepsodent Co., are these executives in charge (l to r): Larry Keating, NBC announcer; Tom Sawyer, production executive of Lord & Thomas, servicing the account; Tom McAvity, producer of James L. Saphier agency, talent service which packaged the show; Archie Scott, network production representative; and Norman Morrell, Hollywood manager of Lord & Thomas.

Network Accounts
All time Eastern Wartime unless

New Business

NESBITT FRUIT PRODUCTS, Los Angeles (beverages), on July 2 started for 13 weeks, *Fulton Lewis Jr.*, on 12 Mutual-Don Lee Pacific Coast stations, (KALE KXRO KGA KORE KIT KWG KDB KXO KHSL KAST). Mon., Wed., Fri., 4-4:15 p.m.; KHJ, Tues., Thurs., 4:15 p.m. (PWT). Agency: Kelso Agency, Los Angeles.

BEN HUR PRODUCTS Inc., Los Angeles (coffee), on July 13 starts for 13 weeks, *Fulton Lewis jr.*, on 2 Don Lee California stations (KHJ KGB). Mon., Wed., Fri., 4-4:15 p.m. (PWT). Agency: Barton Stebbins Adv., Los Angeles.

LONGINES-WITTNAUER Co., New York (watches), on Sept. 1 starts for 52 weeks recorded symphonic music on 6 Don Lee Pacific Coast stations (KHJ KGB KFI KMO KOL KGA). Mon. thru Fri., 10:45-11 p.m. (PWT). Agency: Arthur Rosenberg Co., New York.

HALL BROS., Kansas City, Mo. (greeting cards), on Aug. 21 will start sponsorship of *Meet Your Navy* on 93 BLUE stations Fri., 10-10:30 p.m. Agency: Henri, Hurst & McDonald, Chicago.

SUNNYVALE PACKING Co., San Francisco, on July 6 started *Galen Drake* women's interests program, on 9 Coast Western stations (KNX KOY KTAR KARM KOIN KROY KQW KIRO KFPY). Mon., Wed., and Fri., 10:45-11 a.m. (PWT). Agency: Lord & Thomas, San Francisco

HEALTHAIDS, Jersey City (Serutan vitamin beverage), on July 6 started for 13 weeks, *News with Jim Doyle*, on 2 Don Lee California stations, Mon., Wed., 6:15-6:30 p.m. (PWT). Agency: Raymond Spector Co., N. Y.

TEXAS Co., New York (oil and gasoline), on Nov. 28 starts *Metropolitan Opera* on the BLUE, using some 174 stations plus CBC, Sat., 2-5 p.m. Agency: Buchanan & Co., N. Y.

CORN PRODUCTS REFINING Co., New York (Mazola), on July 30 starts *Stage Door Canteen* on 43 CBS stations, Thurs., 9:30-10 p.m. Agency: C. L. Miller Co., N. Y.

HOLLYWOOD FILM STUDIOS, Hollywood (photo enlargements), on July 1 started for 13 weeks, five minute participation in *Women Today*, on 33 Don Lee-West Coast stations, Mon., Wed., Fri., 10:35-10:45 a.m. (PWT). Agency: Raymond R. Morgan Co., Hollywood.

Renewal Accounts

INTERSTATE BAKING Corp., Los Angeles (Weber bread), on Aug. 1 renews for 52 weeks, *Lone Ranger*, on 8 Don Lee California stations, (KHJ KGB KFI KPMC KVEC KVOE KXO KFXM), Mon., Wed., Fri., 7:30-8 p.m. (PWT). Agency: Dan B. Miner Co., Los Angeles.

STUDEBAKER SALES Corp., South Bend, Ind. (autos), on July 2 renewed for 9 weeks, *John B. Hughes News*, on 16 Mutual-Don Lee West Coast stations, Tues., Thurs., 9:30-9:45 p.m. (PWT). Agency: Roche, Williams & Cunnyngham, Chicago.

LEVER BROS CO., Cambridge, Mass. (Lux), following a summer layoff on Sept. 14 resumes *Lux Radio Theatre* on 70 CBS and 30 CBC stations, Mon., 10 p.m. Agency: J. Walter Thompson Co., Hollywood.

BAYER CO., New York (Aspirin), on July 28 renews *American Melody Hour* on 74 CBS stations, Tues., 7:30-8 p.m. Agency: Blackett-Sample-Hummert, N. Y.

Network Changes

WM. WRIGLEY Jr. Co., Chicago (Doublemint gum), on July 19 will add 47 CBS stations to *Melody Ranch*, Sun. 6:30-7 p.m., making a total of 115. Agency: J. Walter Thompson Co., Chicago.

WM. WRIGLEY Jr. Co., Chicago (Spearmint gum), on July 20 will add 38 CBS stations to *Ben Bernie and the Lads*, Mon. thru Fri., 5:45-6 p.m., making a total of 115. Agency: Arthur Meyerhoff & Co., Chicago.

WM. WRIGLEY Jr. Co., Chicago (Spearmint gum), on July 16 will add 44 CBS stations to *The First Line*, Thurs., 10:30 p.m., making a total of 115. Agency: Arthur Meyerhoff & Co., Chicago.

CARTER PRODUCTS, New York (Arrid), on July 12 added 9 BLUE stations to *Jimmie Fidler from Hollywood*, making a total of 86 BLUE stations. Sun., 9:30-9:45 p.m. Agency: Small & Seiffer, N. Y.

In the CONTROL ROOM

ROBERT W. ROBBINS, of the engineering staff of WIBC, Indianapolis, has entered the Naval Reserve as a petty officer. Others from the WIBC technical department to enter the service within the last five weeks are, Merrill Bryant, radio armored division, Ft. Kox; Benn Elliott, Signal Corps, Fort Monmouth; Carl Drake, Signal Corps; James E. Shipp, Ft. Ben Harrison.

CALLICOTT MOISANT CALLICOTT, formerly of WRDW, Augusta, Ga., has been named chief engineer of WMSL, Decatur, Ala. Nelson Leroy Kessler, from WKBZ, Muskegon, Mich., and Louis Calvin Blizzard, WMSL announcer, have joined the WMSL control staff.

FRANK W. KULLMAN has joined the engineering staff of KLZ, Denver.

JAMES STAPLETON, engineer of KOB, Albuquerque, is the father of a girl, Alice Jean, born June 25.

COLIN RUTLEDGE, control operator of CHML, Hamilton, Ont., on June 27 married Florence McClure.

HAROLD RUFF, transmitter engineer of WIBW, Topeka, is the father of a son, born June 30.

MYRON J. HOOK, formerly KFWB, Hollywood, technician, is now a Navy chief radioman. Howard Wager of that station's technical staff has also joined the Navy as lieutenant (j.g.).

LESLIE G. HEWITT, formerly chief engineer of KFMB, San Diego, is now on the engineering staff of the Coordinator of Information, San Francisco.

RUSSELL STANTON, CBS Hollywood engineer, has resigned to do research at Massachusetts Institute of Technology.

R. MORRIS PIERCE, chief engineer of WGAR, Cleveland, is currently on the West Coast assisting Lloyd C. Sigmon, chief engineer of KMPC, Beverly Hills, in checking the station's new 10,00 watt transmitter.

JAMES P. BURKE, for many years chief engineer of KWK, St. Louis, is now with Warner Bros. First National Studios.

CHARLES MELEDONIS, control engineer of WORL, Boston, has enlisted in the Army Signal Corps.

BEECHER GOLD JR. has joined the staff of WDRC, Hartford, as control operator.

MARJORIE SHAUGHNESSY has joined the staff of CHEX, Peterborough, Ont., as a control operator.

GEORGE HEUTHER, former transmitter operator of WWRL, New York, has been commissioned a sergeant with the Signal Corps, stationed at Fort Devens, Mass.

BILL CARTER, CKLW, Windsor-Detroit, chief engineer, had an emergency appendectomy and is now convalescing.

GE Elevates Bahr

R. J. BAHR has been named purchasing agent for the General Electric radio, television and electronics department and will headquarter in Schenectady, according to a recent announcement by Dr. W. R. G. Baker, vice-president. Mr. Bahr will supervise the purchasing activities of all divisions of the department. He was formerly buyer for the receiver division of the department, at Bridgeport.

BRITAIN'S D.S.C. was recently presented to Lieut. Comdr. W. E. S. Briggs, former Canadian Broadcasting Corp. announcer, who for the third time has been mentioned in dispatches for "excellent and invaluable service at sea." The Distinguished Service Cross was awarded him during the King's Birthday Honours for his most recent exploit—rescue of the torpedoed tanker *Tachee*.

News From Home

FIFTEEN MEN in the armed forces who left jobs in the continuity, engineering and announcing departments of KSD, St. Louis, are now receiving copies of a special monthly paper, *Brief Transcribed Interludes*, telling news about their former coworkers at the station. One service woman, a member of the continuity staff, who married an Army Air Forces instructor, has also been added to the list. The paper is edited by KSD Engineer Larry Trombly, Announcer Harold Grams and Edith James.

Henry G. Reist

HENRY G. REIST, 80, retired head of the alternating current engineering department of General Electric Co., Schenectady, died at his home in Schenectady July 5 after a short illness. Mr. Reist took charge of designing alternating current machinery for General Electric in 1894, remaining as head of that department until his retirement in 1932. A recipient of the 50th year medal awarded by the American Society of Mechanical Engineers, he designed electrical machinery here and abroad. He was a member of the American Institute of Electrical Engineers, Tau Beta Pi and Sigma Xi.

War Emergency Radio Service Defined; FCC to Handle Licensing, Operation

ORGANIZATIONAL structure and fields of authority of the new War Emergency Radio Service, formed jointly by the Office of Civilian Defense, the Board of War Communications and the FCC were explained last week by the OCD. Emphasis was placed on the basis on which licenses for the WERS will be granted [BROADCASTING, June 22].

Under the new defense setup which will principally utilize services of certified amateurs operating ultra high frequency sets, each OCD District Warning Center must provide the FCC with details of the proposed plan of operation to "provide the basis for determining the *defense necessity* for the granting of WERS licenses."

Careful License Scrutiny

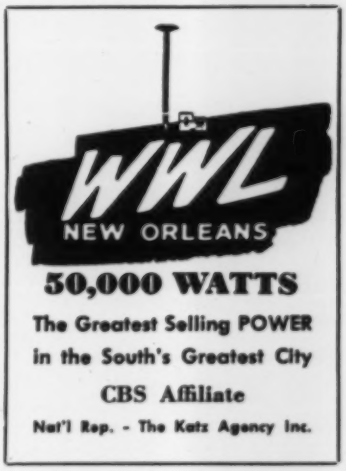
It was added that "where doubt arises as to the official status of the applicants and their relationship with the local Citizen's Defense Corps, or other officially recognized equivalent, the Office of Civilian Defense may be consulted by the FCC." Purpose of this procedure, it was explained, "is to assume that the radio facilities which are proposed and which have been authorized by the BWC for emergency civilian defense use are actually to be part of civilian defense, and not for police, fire, or hobby purposes."

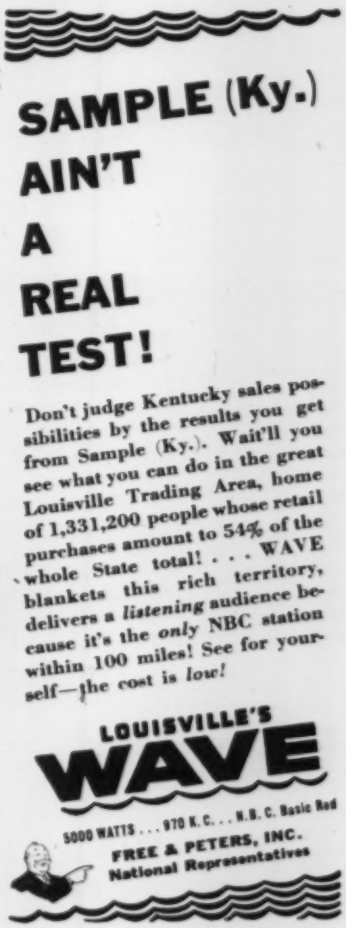
It was added that "under the WERS organization plan the FCC representative in each OCD regional information center will carry out any orders pertaining to stations in the area and will notify the station licensee which is to be co-terminus with the district warning center. The radio aide of that station licensee will be responsible for silencing all transmitters in the warning area served by that warning center." In cases where such procedure is impractical "due to heavy population or size" it was said "additional station licenses may be necessary."

Control areas will be placed under the direction of a radio aide who will act as liaison officer with the Citizen's Defense Corps, the FCC, Civil Aeronautics Authority and other agencies.

Objectives of the WERS were set forth as: (a) to establish the necessary control and direct supervision in a manner which conforms with the existing military control facilities; (b) to parallel all important intercontrol center landwire services so that radio may "take over" in emergencies; (c) to similarly parallel local sub-control land wire telephone communications; (d) to set up facilities for two-way radio telephone communications between the various subcontrol centers and the various services, "incidents" and other temporary or permanent points within the sub-control center areas; (e) to apply "walkie talkie" mobile intercommunication to the extent which available equipment may permit.

It was pointed out that any person holding an FCC radio operator permit is "technically" eligible for a WERS operator permit upon proper certification by a station licensee and the control center radio aide. It was emphasized, however, that it "is necessary in the interest of national security in wartime, that any operator of civilian radio facilities be subject to rigid certification."

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Station Coverage Day and Night

Clears Seen Best At Night; Non-Clears Day

WHILE Class I, or clear channel, stations are doing an efficient primary job of covering the land area of the United States at night, the basic daytime primary job is being done by regional and local stations.

That was the revelation of FCC Chief Engineer E. K. Jett, in testimony and exhibits placed in the record on the Sanders Bill (HR-5497) as the House Interstate Commerce Committee's final witness on July 2. Lieut. Jett, in non-technical fashion, undertook to inform the committee on broadcast coverage and the types of service rendered by the various classes of stations, together with the post-war engineering problem facing the nation.

Advising the committee of the infinite number of technical equations which must be solved in order to provide as nearly perfect a technical broadcast structure as possible, Lieut. Jett introduced a series of maps showing present coverage. The existing structure, he pointed out, does not procure nearly as much broadcast service in many areas as would be technically possible.

FCC surveys indicate that 33.2% of the area of the United States receives no satisfactory daytime service from any station, Lieut. Jett brought out. He emphasized, however, that this percentage contains far less than 33.2% of the population. In 1938, when FCC surveys indicated 38.5% of the U. S. area had no satisfactory daytime service, it was estimated that only about 8% of the population was involved. Even that was viewed by the witness as a "startling figure". Since 1938, by virtue of expanded daytime service and licensing of new stations, more than 5% of the geographical area heretofore not served during daytime is now adequately covered.

Clears vs. Others

On clear channel vs. local and regional station service Lieut. Jett used maps based on surveys made by the FCC in 1938, but recently brought up to date for the purposes of the hearing. He told the Committee that the problem of clear channel service and of higher powers in excess of the present 50,000-watt maximum is not a simple one. Because of the war's drain on FCC engineering personnel, and the assignment of many of its engineers to specific war problems, the Commission has not been in a position to continue its allocation studies.

The percentage of the United States land area receiving primary service from only the dominant clear channel stations during daytime is 6.9%, a figure Lieut. Jett called "surprising". The percentage of U. S. land area receiving daytime service from other than dominant clear channel stations is 28.2%. Disregarding the exclusive service of dominant clear channel stations and other than dominant clear channel stations, Lieut. Jett pointed out that 31.7% of the area is duplicated by all classes of stations. Therefore, he deduced, 66.8% of the land area of the United States receives primary daytime service from all stations.

Daytime Duplication

Almost exactly the reverse is true with relation to primary service at night, Lieut. Jett brought out. There, 24.8% of the area of the country receives primary service at night from dominant clear channel stations, not duplicated by any other class of station. The percentage of area served by other than clear channel stations at night with a primary signal is 6.4%. Disregarding the exclusive service of dominant clear channel stations and other than dominant clear channel stations, the FCC official explained that 12% of the area at night is duplicated by all classes of stations. Therefore, he concluded, 43.2% of the land area of the United States receives primary nighttime service from all stations.

Other exhibits introduced by the chief engineer relating to coverage disclosed that secondary service is provided throughout the land area of the United States (half-millivolt per meter or greater during at least 50% of the time) by Class I stations on Class I channels. Class I-A stations (those not duplicated at night) provide the minimum secondary signal to the entire area of the United States except a very small section of northwest Washington State. But Class I-B stations (duplicated at night) take care of this area. Thus, he pointed out, the entire United States gets secondary service from dominant clear channel stations.

The FCC's chief engineer, who has had a background of some 31 years in radio including the Navy, as well as with the former Radio Commission and the FCC, described to the committee the vicissitudes of broadcast allocation. His testimony came as a result of conflicting contentions of the Clear Channel Broadcasting Service and of Network Affiliates Inc., which through their representatives presented arguments for and against clear channels and the question of higher power on them. Yice Sholis, director of CCBS, and P. D. P. Spearman, Washington attorney and former general counsel of the FCC, and counsel of NA previously had testified.

Clears: Difficult Question

Lieut. Jett said in his judgment the clear channel question could not be answered as simply as either witness had attempted to answer it. He then outlined in detail to the committee the present broadcast structure, coverage potentialities and the problem which will face the FCC in the post-war era.

Among other things, he pointed out that some regional stations such as KFYR, Bismarck, and KTSA, San Antonio, have the greater daytime secondary coverage than clear channel outlets, due to frequency, location, and other factors. This same story does not obtain at night, when Class I stations are not impeded by the presence of other stations on the channels.

Pointing out that under the Havana Treaty the United States was accorded 32 Class I channels, Lieut. Jett said that of these, originally were set aside for Class I-A stations. The present situation is one wherein 24 of the Class I channels have been reserved for the exclusive nighttime use of one station per channel, while two or more stations are licensed on the remaining eight Class I channels. As a result, instead of having service from 32 Class I-A stations at night the public now receives service from 45 Class I-A and I-B stations on these frequencies.

Giving his answer to the "so-called clear channel problem," Lieut. Jett said the task is to utilize each of the clear channels in such a way as to procure maximum service, and service in areas where it is most needed. Whether one station or more than one station on a Class I channel is the best solution depends on the particular facts with respect to each channel.

Alluding to the existing situation wherein 33.2% of the area receives no satisfactory daytime service from any station, Lieut. Jett said this is so because it has not been considered economically feasible to erect stations in sparsely populated areas. The problem cannot be solved by increasing power of stations located in heavily populated metropolitan areas because the primary service area increases "very little even when the power of a station is increased from 50,000 watts to

Murray Captured!

MAJ. Gladstone Murray, general manager of the Canadian Broadcasting Corp. was listening in his office in Ottawa July 6 to a shortwave broadcast from Rome when, to his surprise, it told of his capture at Alexandria by an Italian ship. The broadcast did not make clear whether he had landed or was about to land when the Italians picked him up, but in any event it said he was on his way to Sicily as a prisoner. The broadcast was in English.

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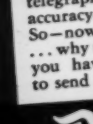

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00,000 watts." He said that one of he post-war problems will be to ring daytime service to as large a ortion as possible of the 33.2% of he area not presently served dur- ng the day.

Post-War Problem

A second post-war problem may arise in connection with location of clear channel stations. Stations now are operated at points where it is economically profitable, he pointed out, but explained that three of the Class I-A stations are located in New York and another four in Chicago. Thus, he said, seven of the 24 Class I-A stations in the country are in two metropolitan areas.

Describing his map exhibits dealing with clear channel coverage, Lieut. Jett noted that approximately 38.6% of the nation's area receives primary service during the daytime and 36.8% primary service at night from Class I stations. The total power assigned the 56 Class I stations is 2597½ kw. Showing the converse, or area receiving primary service from other than Class I stations, Lieut. Jett noted that 59.9% of the continental area gets such primary service during daytime and 24.8% during nighttime. The total power assigned the 850 stations in other than Class I for daytime operation is 1769 kw., and the total power assigned this group at night is 1503 kw.

Dealing with the post-war problem of "superpower," Lieut. Jett recited that 11 of the 24 Class I-A stations had filed applications with the Commission requesting an increase from 50,000 to 500,000 watts, or more. Eight of these were recently dismissed in view of the necessity for conservation of equipment for the war effort. He said he had no doubt that if these applications had been granted the remaining Class I-A stations would have filed similar applications.

Range of Stations

"It should be noted that while the range of a station is only slightly increased by increasing its power from 50,000 watts to 500,000 watts, the quality and strength of the signal which it provides within its service radius is vastly increased," Lt. Jett said. "Thus, while WLW, operating in Cincinnati with 50,000 watts, is barely audible in Washington, W8XO, which is WLW's experimental call operating after midnight with 500,000 watts, can on occasion be heard in Washington as clearly and effectively as a local station."

Declaring that offhand "it might appear that this is entirely to the good," Lieut. Jett said that the result might be to impair seriously the revenues and hence the program service of the local and regional stations "forced to meet this superpowered competition". As an engineer, he said, "I can hardly comment on these economic factors, but I do agree that these non-engineering factors should be considered."

GASOLINE SAVER is the new motorcycle mobile unit of WJSV, Washington. Chief Engineer Clyde Hunt, astride the new vehicle, points out that it gets 50 (fifty) miles per gallon; repeat, 50 (fifty) miles per gallon.

BLUE SCHOOL SERIES
Closed Circuit to Be Used in July 30 Contact

IN A closed-circuit presentation to its affiliates, BLUE will introduce a projected Government series for schools, with a discussion of the series by Government and network officials, for the benefit of school superintendents and other school officials gathered in the studios of BLUE stations, Thursday, July 30, 5-5:15 p.m.

The programs under discussion will be launched on BLUE, Tuesday, Oct. 6, 2:30-3 p.m., as an official presentation of the War Dept., in cooperation with the National Education Assn. and the American Assn. of School Administrators. The purpose will be "To keep high school students informed on the progress of war and to heighten their loyalty to our ideals and institutions."

Addressing school heads, and local, county and state educational officials, over the closed circuit July 30 will be: Maj. Gen. A. D. Surles, director, bureau of public relations, U. S. War Department; Mark Woods, president, BLUE; J. W. Studebaker, U. S. Commissioner of Education; and a representative of the National Education Assn. School administrators will be asked to adjust school schedules so that the series can be heard in the classroom.

The series will receive direct promotion by the War Department. School journals will be among the media used. Announcement of the series and of the closed circuit presentation was made June 28 at the National Education Assn. convention, meeting in Denver.

Ballantine Shortwaves

P. BALLENTINE & SONS, Newark (beer), which on June 2 discontinued for the summer its *Three-Ring Time* program on the BLUE, has been shortwaving a special program on NBC's international stations for armed forces in Great Britain and Iceland during the past three weeks. Heard Thursdays, 1:15-1:45 p.m., the series features transcribed music and sports resumes with Lee Emmerich and Bill Lewis sharing the honors. Agency is J. Walter Thompson Co., New York.

Official Report Shows Increase in CBC Gross

CANADIAN Broadcasting Corp. nearly doubled its gross revenue in four years, stated N. L. Nathanson, vice-chairman of the CBC board of governors, and chairman of the CBC finance committee, at a recent session of the Parliamentary Committee on Radio Broadcasting at Ottawa. It was pointed out, in the first release of figures on last year's operations, that at the end of the fiscal year, March 31, 1942, the CBC gross revenue was $4,092,794, as compared with $2,255,000 on March 31, 1938. He told the committee that the CBC had about reached the maximum in commercial revenue.

Mr. Nathanson said he was against using capital at this time to start up a CBC publication similar to the British Broadcasting Corp. *The Listener*, as had been proposed, by Maj. Gladstone Murray, CBC general manager, some time ago. Murray founded *The Listener* for the BBC. While such a publication might bring in revenue eventually, Nathanson felt that the present was not the right time to start it. The CBC's employee staff had doubled to 662 in the past four years, he reported.

WEW Religious Series Expands To 65 Stations

GROWTH of the *Sacred Heart Program* of WEW, St. Louis, is reflected in the recent announcement by St. Louis U. operators of the station, that within ten months the broadcast is now carried daily by transcription on 65 stations within the United States and eight Canadian stations will begin the series shortly. In addition a Spanish translation is featured on WIAC, San Juan, P. R., and WHIP, Chicago, has a weekly Polish version.

The program is under the direction of Rev. Eugene P. Murphy, S.J., and utilizes a staff of 15 outstanding radio speakers and six vocalists. Originally outlets had been secured in Hawaii and the Philippines, but this was halted by the outbreak of hostilities last Dec. 7.

Johnson Shortwaves

S. C. JOHNSON & Co., Racine, Wis., will shortwave to American troops abroad the Meredith Willson and John Nesbitt show, replacing *Fibber McGee & Molly* on NBC. The summer series, heard Tuesday, 9:30-10 p.m., will be beamed abroad from transcriptions Sunday, 10:30-11 a.m. for a thirteen-week period starting July 7. Agency is Needham, Louis & Brorby, Chicago.

Sues for Mimicry

RAISING the question of whether one's natural voice can be plagiarized by a mimic, suit for $118,000 damages has been filed in Los Angeles Superior Court by Larry Simms, 7-year-old Columbia Pictures actor, against Leon le Doux, Hollywood radio actor. Suing through his guardian, Margaret Simms, plaintiff also names as co-defendants, CBS, R. J. Reynolds Tobacco Co., sponsoring the *Blondie* series on that network; William Esty & Co., agency servicing the account, and Radio Enterprises Corp., which packaged the show for radio sale.

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Listener's Stake in American Radi

Radio Councils in Many Cities Are Manifestations of Trend

By DOROTHY LEWIS
NAB Coordinator of Listener Activity

PERHAPS one of radio's most significant trends is the movement to *dignify* the listener in the American System. Networks have established listening groups to evaluate programs and to act as their advisors. Parent-Teacher associations have developed a plan for listening committees, particularly to children's programs.

Mrs. Lewis

Professional polls measure public reaction by several methods involving amateur and trained workers. The latest manifestation and most extensive demonstration of this trend is the establishment of Radio Councils in many of our large cities. Educational institutions and women's organizations have been instrumental in pioneering this field.

Club Women Trouble

Several stations have taken the initiative in setting up councils in their cities, as example, WROK, Rockford, and WGY, Schenectady. The latter has the interest and cooperation of several presidents of universities and colleges.

During recent survey tours under the joint sponsorship of the Radio Council on Children's Programs and the NAB, I was invited to meet community leaders in many cities to discuss local radio conditions and to acquaint the public with the activities of these two organizations. It was discovered that radio chairmen and civic leaders using radio never before had had an opportunity to meet together. Each one was working out individual problems in relative isolation.

At the same time, such individuals, particularly workers in women's clubs, with their multiple claims for radio time, were constituting a real headache to the industry, facetiously called "club woman trouble". These groups, numbering from 25 to 200, were eager to hear radio's story and to express their program preferences.

During one of these sessions, it was suggested that a Radio Council be formed in that city to act as a clearing house for radio in the community. From that modest beginning the groundwork has been laid for such councils in about 120 cities in the United States, as well as Canada.

Radio Councils are civic autonomous bodies made up of elected representatives, men and women, from club, civic and educational groups of the community, sometimes numbering 100,000 potential members. On every council board are representatives of the radio industry to preserve a working democracy. Dues are nominal, contributed by member groups.

Stations often assist with mimeographing and clerical work. Broadly speaking, the council purposes are to interpret the problems of radio broadcasting to the listeners and to bring to the radio industry the wishes of the public. In implementing that simple statement Councils have inaugurated many important activities.

Evaluate Programs

Since sponsors do not enter every market, transcribed programs vary and local originations are unique to the community, there is a need to evaluate available programs in each local area. Councils have such evaluation committees and issue accredited lists of good listening that are distributed widely.

It is proposed to make a survey of program preferences, using one council membership. Some 500 members will be asked to distribute 10 questionnaires to a representative cross cut of their acquaintanceship. No member will sign a questionnaire but merely be responsible for distribution and collection of them. Upon completion of the first Council survey, if successful, it will be repeated in other sections of the country by similar groups.

Program Promotion

Of greatest value to the industry is the work of promotion of programs by Radio Councils. Recently one network daytime music program was stressed by Councils and women's organizations. As a result, state resolutions and hundreds of letters were sent to the sponsor. In another case, organized groups increased sales of a sponsor's product 200% where special motivation was carried on.

Councils often have children's program committees that help to promote the good children's programs and that assist stations in building new ones, through cooperation of librarians, school teachers and parent groups.

One of the important functions of the councils is cooperation with the schools. There is a definite place for the layman in radio education. Councils help to equip schools since about 25% have radios today. They encourage teachers to utilize radio to the enrichment of the educational process. At present it is estimated that only about 8% of our teachers use radio as a supplementary tool.

Doubtless Radio Councils reflect reactions and criticisms favorable *and otherwise* to the industry. They are set up to do this in a thoroughly sound manner. First, in most cases the councils represent a definite cross-cut of community life. Second, council leadership has established the policy of education on the business of radio by their constituent groups before entertaining criticisms. Third, no opinions are released until the board as a whole has checked and edited [illegible] ment.

The net results are modified, [illegible] nified statements. As a matter [illegible] fact, few adverse criticisms of [illegible] programs appear publicly becau[illegible] they are first discussed in op[illegible] meetings with the local radio re[illegible] resentatives, who serve on the co[illegible] cil board. Frankly, radio exec[illegible] tives are grateful for help, up[illegible] occasion, in determining policies.

Tell Radio's Story

Council executives are vigila[illegible] to redirect the Carrie Nation i[illegible] stinct, of both men and women, [illegible] constructive efforts in line of pr[illegible] motion of good programs and [illegible] telling radio's story to an ev[illegible] widening audience. The public's g[illegible] fection for radio is almost quain[illegible] No other medium arouses as mu[illegible] comment or such a sense of pe[illegible] sonal possession. It is to be re[illegible] gretted that a leader of a mu[illegible] publicized radio committee, not [illegible] council, recently broadcast ill-co[illegible] sidered comments on the daytim[illegible] serial problem. These remarks we[illegible] obviously based on personal opi[illegible] ion. No one, least of all the broad[illegible] casters would deny that the radi[illegible] has had an overdose of this type o[illegible] show. However, as there are trend[illegible] in hats, cars and vitamins, so en[illegible] thusiasms run riot in radio presen[illegible] tations. If advertisers and broad[illegible] casters could sense the next trend[illegible] they would all be making money[illegible] It is the listeners who will deter[illegible] mine the cloth and pattern from[illegible] which it will be cut.

Recognizing that amateur pr[illegible] duction is practically out for civi[illegible] and club groups due to wartim[illegible] limitations, councils are minimizing[illegible] this phase of activity. In a few c[illegible] ties, Councils have set up a radi[illegible] hour on which various organiza[illegible] tions rotate. A Production Com[illegible] mittee under the Council sees to i[illegible] that the quality of the shows com[illegible] pares favorably with professional[illegible] programs. This method relieves[illegible] the stations of pressure by the[illegible] local groups. Councils also work[illegible] closely with station directors of[illegible]

Confirmed

WHEN STUCK on the correct pronunciation of a foreign word, newscasters at WWDC, Washington, usually contact the embassy of the tongue in question. Last week a dispute arose over the pronunciation of Sevastopol. Authorities, gazeteers and dictionaries were consulted with the staff opinion divided: Four held out for Se-VAS-to-pol since it's usually heard that way; the minority insisted upon Se-vas-TO-pol. At the Russian Embassy, Earl Hague, leader of the station's dissenters, received a confirmation on Se-vas-TO-pol.

WDRC
CONNECTICUT'S PIONEER BROADCASTER
ONE RATE
One low uniform rate for all advertisers is WDRC's 10-year-old policy. The national rate is the same as that paid by the many local accounts who use this station consistently and profitably. WDRC, Hartford, Basic CBS for Connecticut.
CBS

"His wife has been listening to WFDF Flint Michigan and she's gone shopping."

AN AIR RAID ALARM
HAS BEEN SOUNDED
This program will continue and we suggest that you remain in your seats now and after the broadcast until the all clear signal

EMERGENCY HANDLING of studio audiences in event of an air raid alarm is discussed by these BLUE Hollywood executives who are inspecting new sign designed to warn guests in soundproof studios during a broadcast. Conferring (l to r) are R. G. Denechaud, chief engineer; David Drummond, producer; Walter Lonner, traffic head.

women's activities and local news commentators. Special children's program committees produce experimental shows.

The council set-up will aid materially in the war effort. Statistics show that 60% of the listeners gain information of war news by radio. Almost at once the Radio Council of Greater Cleveland sensed the importance of the listener attitude and a plan of air news wardens was set up, thereby enlisting a large segment of its membership in a campaign for intelligent listening to war news. Similar groups followed, and the "Ten Commandments" from the Louisville Radio Council is quoted:

1. Select intelligently your daily listenings.
2. Listen accurately to war news commentators.
3. Listen consistently until news is completed.
4. Do not let your emotions affect your better judgment.
5. Learn to separate news from possible propaganda.
6. Listen cautiously to foreign broadcasts from Germany, Italy and Japan.
7. Refrain from circulating rumors.
8. Listen calmly to bad news.
9. Keep faith in our government and fighting forces.

Defense News

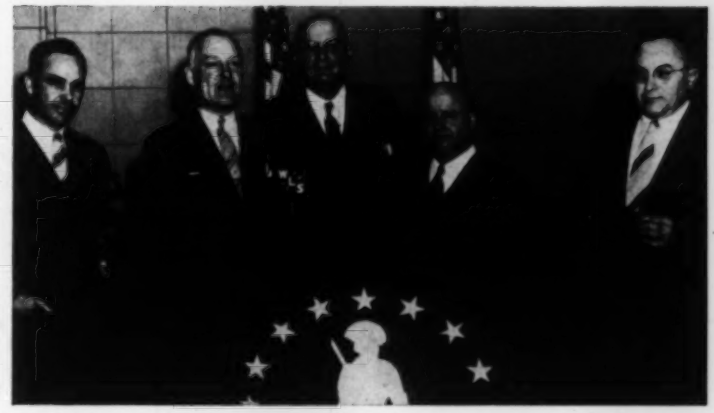
Listeners will attend closely to local stations for blackout and raid news. Listeners must learn or be taught to pay attention to suggestions from the Government and local defense boards regarding salvage, home nursing, first aid, rationing, etc. Here Councils can reach thousands with interpretations and suggestions.

Radio is doing a phenomenal job in bringing the homeland to our armed forces scattered over the world by means of weekly shortwave broadcasts. The news of global conflict, as brought by editors and commentators, is so extraordinary that it is not yet properly evaluated. Listeners at home must be apprised of and comforted by these momentous services by radio in wartime. They are rightfully concerned with the reasons and methods for radio censorship.

Such information should be released occasionally through news and by speakers. Again, matters of priority will affect our American System of Radio. Sponsors now holding but 35% of radio time may be forced to withdraw or reduce their appropriations. Listeners should help by buying products of those sponsors of the good programs and of whose merchandise they approve. Today listeners, when vocal, should be patient and considerate.

'Info Please' Shortwave Renewal

AMERICAN TOBACCO Co., New York, has renewed for 13 weeks the shortwave repeat of *Information Please* on NBC's international stations for American troops abroad. Transcriptions of the Friday broadcast for Lucky Strikes are beamed to U. S. Servicemen Sunday, 10:30-11 a.m. The original commitment for shortwave transmissions was for 19 weeks. American Tobacco's *Your Hit Parade* will also be shortwaved abroad Monday, 7:15-8 a.m., starting Aug. 3. The musical program is aired on CBS for Lucky Strikes, Saturday, 9-9:45 p.m. Lord & Thomas, New York, handles the account.



MINUTE MAN stands out on the flag presented by the Treasury to staffs of WLS, Chicago, and the *Prairie Farmer* who have reported a 95% enrollment in a payroll allotment plan for buying War Bonds and Stamps. Behind the flag are (l to r): George Cook, treasurer of WLS; John G. Gallaher, Treasury; Burridge D. Butler, president of WLS and publisher of the *Prairie Farmer;* Glenn Snyder, WLS manager; and Fred Orleman, *Prairie Farmer* business manager.

WINCHESTER'S FRIENDLY PROGRAMS

Arms Company Aims Broadcasts at Employes and Community, Utilizing Own Talent

ON MARCH 11, the Winchester Repeating Arms Co. launched its first weekly series of broadcasts over WELI, New Haven. The programs were designed to foster greater appreciation of Winchester's war effort in this community and to establish a self-participating type of proram for their employes, that would create a more wholesome relationship. In addition, Winchester provided time on its programs for members of the New Haven War Bond Drive Committee to promote the sale of United States War Bonds and Stamps.

The initial broadcasts were primarily quiz programs, featuring two teams, representing different departments of the plant.

Many From Radio

Typical of other war industries today, the Winchester roster contains the names of many former radio men. From this group a radio committee was formed to write, produce and direct all radio shows for the company. Intensive preparations were launched for the finale of the first series and plans formulated for the continuance of these popular programs.

The windup program was a radio and stage show that was greeted with wild enthusiasm by 1,000 employes and their friends in the auditorium of the Winchester Clubhouse. On the stage that night were many talented Winchester artists, including dramatists and announcers. The broadcast was labeled such a success it was decided to continue this type of program for the summer season.

From this intensive search Winchester hopes to have an available talent bureau from which to choose future radio material. A surprising array of talent has been unearthed with many former professional radio and stage performers among the lists. With this as a nucleus, future programs emanating from the Winchester plant in New Haven should be interesting in the extreme.

The successful promotion of these programs was aided by Jimmy Milne and Charlie Wright of WELI, according to Winchester officials.

Matsen Joins WPB

CARL J. MATSEN, radio engineer of Westinghouse and a specialist in broadcast transmitter construction and design, on July 1 joined the radio section, Communications Branch of War Production Board as a unit chief under Frank H. McIntosh, radio head. Mr. Matsen for some 10 years has handled Army and Navy radio equipment design and also has designed and installed Westinghouse broadcast transmitters in the 5,000 to 50,000-watt classes. He has headquartered at the Baltimore plant of Westinghouse under Walter C. Evans, Westinghouse vice-president.

Duff Expanding

P. DUFF & SONS, Pittsburgh (concentrated food mixes), which in March started a campaign of thrice-weekly transcribed announcements on 13 stations [BROADCASTING, March 23], has expanded the campaign to 22 stations for the summer months. The account is handled by W. Earl Bothwell Adv. Agency, Pittsburgh.

Denver Named Nation's
No.1 Test Market!
KOA meets "the acid test" in Denver, America's best test market.* With 50,000 watts, it reaches more people at less cost. To put it over, put it on...
*Authority: Leading Eastern newspaper
KOA
50,000 WATTS
FIRST
IN DENVER
Represented nationally by Spot Sales Offices

WEVD

NEW YORK'S STATION OF DISTINCTIVE FEATURES

NOW 5000 WATTS

The unique position of WEVD with a large section of Metropolitan New York's radio audience is evidenced by—

(1). The feature boxes of newspaper radio program pages

(2.) The large number of famous advertisers on the station continuously year after year.

Ask for "Who's Who On WEVD" . . . sent on request.

WEVD

117-119 West 46th St., New York, N. Y.

WRVA

COVERS NORFOLK AND RICHMOND IN VIRGINIA!

50,000 WATTS DAY AND NIGHT CBS

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

TESTING?

Reach a big chunk of ILLINOIS . . . do your testing thru the DECATUR station

250 W. 1340. Full Time. Sears & Ayer, Reps. How can we help you?

WSOY

NEVER MISSED a scheduled broadcast in a decade, is the enviable record of Don Gardner (left), sports announcer of WKBN, Youngstown. At the tenth anniversary program he is congratulated by Gilbert Simon, promotion manager of WKBN.

For Sporting Goods

THE May edition of *Sporting Goods Dealer*, national magazine of the sporting goods trade, ran an article on the unusual success of the *Fishing Fool* program on KROW, Oakland, Cal. Sponsored by the B. Simon Hardware Co. for the last 12 years, this program is credited by the Simon brothers for the astonishing success of their fishing tackle department, which has grown from a sideline counter to a complete section requiring six full-time clerks to handle the business.

WGEO Lauded

AUSTRALIAN authorities have hailed the daily two-hour service inaugurated last week by WGEO, General Electric's shortwave station, saying that the new beaming to the Antipodes is serving as a "forceful counter" to the "previous preponderance of enemy propaganda transmisions in this area". In a cable to GE, our ally in the Southwest Pacific lauded the good reception of WGEO.

NBC Track Series

TEN MAJOR stake races of the 1942 season at Arlington Park and Washington Park race tracks in Chicago are being covered by NBC in weekly broadcasts starting Saturday, July 4, with Clem McCarthy, sportscaster, reporting.

Smooth Saleing!

We've laid the groundwork; built an amazing audience; earned their confidence. We have proof that time on WAIR makes for SMOOTH SALEING!

WAIR

Winston-Salem, North Carolina

RETAILERS UNDETERRED BY WARTIME

Survey Shows Stores Replacing Curtailed Items With Other Innovations

SURVEY revealing how retailers are meeting wartime merchandise shortages and building new business has been published by the Research Advisory Service of the Liberty Bank of Buffalo.

The study was launched, it was said, following a suggestion by WGR and WKBW, Buffalo, that what retailers are doing to meet merchandise shortages would be "of valuable help not only to retailers but to those dealing with them."

Initiative of stores such as R. H. Macy, Gimbel's, B. Altman of New York, J. L. Hudson in Detroit and Joseph Horne in Pittsburgh is revealed in such simple but unique and practical ideas as setting up a year-round toy department instead of concentrating promotion of toys at Christmas time.

New Departments Opened

One store reports that it emphasizes playground equipment which "is already bringing us added sales." The same store claims that in running a recent heavy promotion campaign on garden shrubs and fruit trees a month's normal business was garnered in one week.

The survey shows "how new departments have been added to replace those affected by priorities and to tap the added purchasing power made available through the increased earnings of workers in war industries." Continuing, it points out that "repair departments for consumer goods have been enlarged and thoroughly advertised, and lines which heretofore have represented but a small proportion of sales have been more effectively promoted."

In this vein another store announced a new low price policy on all uniforms for Army and Navy officers. "Our monthly volume has regularly increased and is continuing to grow at the present time," the store claims.

Wide Range Planning

From cuekoo clocks to money belts the stores are expanding departments, increasing promotion and focusing advertising. Some excerpts show the wide range of the stores' planning: "Our appliance department has been buying up repossessions from finance companies, servicing them and selling them at a substantial profit. . . . In our basement department we have opened up a square of shopping helps. A folding bag, known as the 'Victory Shopping Bag' was introduced which can be folded as a purse. . . . In place of electric refrigerators, we put in ice boxes and sought used electric refrigerators. . . . We have instituted a 'Re-Use-It Service' with contact desks on each floor where customers can discuss the repairing, rebuilding and remodeling of the things that they own to extend their life. . . . In our notion department we are featuring shoe cabinets, MacArthur plaques and other sundry lines which make up for the sales we lose on metal goods."

Aiming at people who must stay home because of gasoline and rubber restrictions, one store says that "we have found increased demand for home, porch and yard furnishings, and barbecue items of all kinds." It also reports a sales jump in garden tools.

Luggage Still Promoted

On the other hand, another store reports that "because of travel restrictions, we have looked for a falling off in luggage sales, but we have continued to promote luggage and, surprisingly enough, the results have exceeded last year's."

The report goes on to reveal that merchandisers have made keen analyses of buying trends. They are optimistic for the future—not in the sense that they feel more goods will become available but that more fields, either dormant or new, will be opened up. As one store expressed it, with a note of caution, "It is our opinion that speeding up and enlarging weak spots should come before the addition of unfamiliar lines."

We have the peak soil conductivity in the U. S. —plus the Joe Louis "punch" of a 580 kc frequency. The result is RESULTS!

WIBW The Voice of Kansas in TOPEKA

German-American Discs

GERMAN-AMERICAN Congress for Democracy, dedicated to spreading the principles of the American way of life and the ideals of democracy among Americans of German origin, has issued a transcribed series of 26 dramatizations in both German and English, designed to further the organization's aims. The programs have been approved by the Office of War Information, which is also assisting in contacting stations which might carry the series, according to a Congress spokesman.

RADIO SPOTS PACE N. Y. BOND DRIVE

IN a report of the radio activities of New York's War Bond Plan Campaign, June 14-28, given Chairman John T. Madden, Sam D. Fuson, director of the information division of the campaign and vice-president of the advertising firm of Arthur Kudner, New York, disclosed that all 16 of the city stations used an average of 400 announcements a day during the two-week drive.

The big job was to inform listeners in advance that a Treasury Dept. "Minute Man" was going to bring their doorbells. Radio was used from early morning to late at night to get across this message. Primary use was made of New York's record-made audiences by getting assistance from 127 radio personalities conducting their own programs for audiences like children, women, sports fans, early bird listeners and others. Each group met separately with their own chairman to determine the best ways and means of using their programs to promote the campaign.

A special spot announcement campaign was carried on with all of New York's 16 stations donating sustaining time; sponsors donated their commercial time. Representatives of 47 New York advertising agencies supplied the campaign with 470 one-minute and five-minute live announcements.

Supplementing this, stations were supplied with 13 different transcribed announcements produced by George Marek of the J. D. Tarcher Agency. In addition, they were given station-break announcements.

There were 22 one-quarter hour, one-half hour, and three-quarter hour programs broadcast on behalf of the pledge campaign. Stations donated time while producers, writers and entertainers donated their services to complete the broadcasts. NBC's television station WBNT, New York, cooperated by putting on visual material.

To aid in the direction of the New York campaign, Morton Mitman, of the Treasury's headquarters war savings staff, was assigned to New York about six weeks ago. He carried out plans evolved by Vincent F. Callahan, director of radio and press and Charles Gilchrist, chief of the Radio Section.

Soldier Discs

IN RESPONSE to the call of the Disc Jockeys Committee, headed by Dick Gilbert, disc m.c. of WHN, New York, representatives of 61 stations in 15 major cities in the east and middle west have thus far pledged their cooperation in the drive conducted by Records For Our Fighting Men. M.C.'s of recorded shows on these stations, and on 39 other stations in various towns and cities throughout the country have agreed to push the old record canvass which will be carried out by local American Legion posts July 17-August 2.

WHBF Basic Mutual Network Outlet
FULL TIME 1270 K C
THE 5000 WATT *Voice of the Tri-Cities*
AFFILIATE OF ROCK ISLAND, ILLINOIS ARMS
ROCK ISLAND • DAVENPORT • MOLINE

Certo in Canada

ENERAL FOODS Ltd., Toronto erto), started a spot announce- nt campaign several times daily on Canadian stations to announce a nge in sugar rationing regulations the Wartime Prices & Trade Board allow the use of pectins in the king of jams and jellies. Account s placed by Baker Adv. Agency, d., Toronto.

ARM, Fresno, Cal., has applied to FCC for special service author- ation to change its frequency from 30 kc. to 1030 kc.

NBC Recording Contracts

NEW ZEALAND Broadcasting Board has signed for *Flying for Freedom*, series produced by NBC Radio-Recording Division. The transcriptions will be aired over government stations. WFLA, Tampa, Florida, has also signed for the programs. Sam Cuff's *The Face of the War* gains a new subscriber in WHP, Harrisburg, Pa. WPAD, Paducah, Ky., has signed for *Let's Take a Look in Your Mirror*, and WRVA, Richmond, for *Carson Robins and His Buckaroos*, and *Secret Agent K-7* on WEBR, Buffalo, N. Y., with Liberty Shoe Stores as sponsor.

Q.E.D.

A HISTORY teacher in a suburban high school, formerly heard locally only on WGR, Buffalo, sponsored by Schreiber Brewing Co., is heard on the station's parent network MBS on a sustaining basis in a six-weekly series of news commentaries. Commentator Barney Schweikardt is known to his listeners as "Q.E.D.", Latin abbreviation for the term, "which was to be demonstrated."

NEW THEME song for the Treasury War Savings Program titled "A Dime Out of Every Dollar" is being released to all stations. Written by Leo Robin and Ralph Rainger, the song was introduced for the first time by Bing Crosby June 8. Recordings of the song will feature Bing Crosby with Al Newman's orchestra on one side and the same song by Dinah Shore on the other.

East on War Mission

BECAUSE broadcasters in other sections of the United States evinced interest in the Southern California system of wartime emergency radio silences, Richard F. Connor, radio coordinator of the Southern California Broadcasters Assn. was to be in Washington July 13 at request of Army, Navy and Treasury officials for a series of conferences on defense measures. Before returning to the West Coast, Mr. Connor will also have New York conferences with Adolph Opfinger, Mutual program service manager, and A. A. Schechter, NBC director of news and special events, on radio cooperation during blackouts and silences in that area.

INSTEAD of giving his annual party when the program discontinued for the summer, Edward G. Robinson, star of the weekly CBS *Big Town* sponsored by Lever Bros. Co. (Rinso), following his broadcast of July 2, presented all cast members with war bonds.

CLASSIFIED *Advertisements*

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

PERATOR-ANNOUNCER—First class license. Experience unnecessary. $35.00 week. August 15th. Colorado. Box 624, BROADCASTING.

lesman—Who can produce results. Western Pennsylvania 250 watter. State experience, salary expected. Box 636, BROADCASTING

ver man—To paint and change lights on one hundred eighty foot monotube radiator. Send bids to WBRW, Welch, West Virginia

NNOUNCER—Mid-western regional network affiliate desires experienced announcer-newscaster. Give full details, including salary, draft status, snapshot. Box 623, BROADCASTING.

PERATOR—License first class. Capable copy Transradio. Light announcing. $40.00—40 hour week. Box 625, BROADCASTING.

NNOUNCER-ENGINEER—First class license preferable. Progressive small Southern Station. Good pay for short week. Box 630, BROADCASTING.

Situations Wanted

ROGRAM IDEAS—Plus outstanding sales record on and off air! Woman with 8 years' sales and commentating experience in two major markets wants change. Box 620, BROADCASTING.

Chief Engineer—Ten years experience with RCA and W.E equipment, including 5 Kw. network affiliate, with directional antenna system. Comprehensive experience in design, construction, and maintenance of point to point high frequency communications systems. Married. 3-A. A-1 references. Prefer East. Available in approximately 30 days. Box 621, BROADCASTING.

NGINEER—Twelve years' experience 5 and 50 kilowatts. Consider chief 5 kw. Deferred. References. Box 626, BROADCASTING.

Available immediately—Station manager who knows complete station operation and setup from 12 years experience. Familiar with network operations. Excellent references. Class 3-A in the draft. Box 627, BROADCASTING.

Continuity-Publicity Writer—Experienced. Draft exempt. Box 628, BROADCASTING.

Young Announcer—With 4 years' experience in announcing, production, studio control operation and news. Now employed network station. Desire change. Draft rejected 4-F classification. Go anywhere. Box 629, BROADCASTING.

AN—With twelve years experience as commercial salesman and manager desires job in southern station. Write Box 632, BROADCASTING.

Draft Exempt Station Manager—Ten years all phases selling, radio, local-regional, well known in major Eastern agencies, desires responsible job. Salary secondary. Box 640, BROADCASTING.

Situations Wanted (Cont'd)

COMMERCIAL MANAGER—Twelve years major experience. Background showmanship and merchandising. Highest references. No floater or boozer. Can still push sponsors' doorbells. Forty-four—three dependents. Now employed. Available August first. Box 641, BROADCASTING.

PROGRAM PRODUCTION—Man with ideas, 16 years' commercial experience. Draft exempt. Box 639, BROADCASTING.

PROGRAM DIRECTOR—Ten years major station background writing and production. Unusual sales ability. National credits. Forty three—three dependents. Available August tenth. Box 642, BROADCASTING.

Wanted to Buy

1230 kc low-drift crystals—W. E. mounting preferred but not essential. Quote make, price, drift per degree C. Box 637, BROADCASTING.

Two RCA 72C—Or previous model Recorders with Cutting Heads in good operating condition. Two RCA 44 type B or BX Microphones in good order. Four 828 Tubes. Box 635, BROADCASTING.

For Sale

FOR IMMEDIATE SALE—All new Western Electric Broadcast Equipment. No. 443A-1 1000-watt AM transmitter, complete. No. 25A Frequency Monitor, with tubes. No. 731B Modulation Monitor, with tubes. No. MT8C Reproducer Set No. 559. No. CRJ 52 Reproducer ST609. Five No. 3000 Reproducers ST. No. 1126A Program Amplifier, with tubes. Also Complete Concentric Transmission Equipment made by Communications Products Co., including: 3,200 ft. ⅞ in. and 3,000 ft. 1⅝ in. hard-drawn copper line in 20-ft. lengths. One type 2001 dehydrating unit; plus all necessary couplings, anchor joints, end seals, expansion joints, needle and bleeder valves, pressure gauges and flare fittings, copper. Also 40,000 ft. (2,000 lb.) No. 8 bare copper wire for ground system, and 1,300 lb. No. 30 insulated copper cable. All is brand new, never used. For particulars write Box 634, BROADCASTING.

Radio Station—250 watt independent, doing a major station job in one of America's most prosperous areas. Well equipped and well staffed. Splendid earnings. Illness forces this offer. Give evidence of financial ability in reply. Box 633, BROADCASTING.

Four used Locke No. 9888 Insulators—Box 631, BROADCASTING.

250 Watt Full Time Independent Station—Midwest town of 20,000. Between two army camps. Transmitter and studios housed together in new building. Complete layout less than 3 years old. Good earnings on investment. Must sell at once because of draft. Box 644, BROADCASTING.

Miscellaneous

BOOK MANUSCRIPTS WANTED—MERITORIOUS works of public interest on all subjects. Write for free booklet. MEADOR PUBLISHING CO., 324 Newbury Street, Boston, Mass.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

A. EARL CULLUM, JR.
Consulting Radio Engineers
Highland Park Village
Dallas, Texas

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring Md.
(Suburb, Wash., D. C.)
Main Office:
7134 Main St
Kansas City, Mo.
Hollywood Office:
[illegible]

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

BROADCASTING
for
RESULTS!

New Guide Is Issued by Army Covering Relations With Radio

Revised Instructions Deal With Problems of Wartime Operation of Broadcast Stations

TO CLEAR confusion in its radio regulations the Radio Branch, Bureau of Public Relations of the War Department, last week issued a revised edition of an earlier *Radio Guide for Public Relations Officers* to its press officers throughout the country. To aid these men further in discharging their responsibilities in matters where radio is concerned, radio's wartime code was also included.

Although this manual is not available to broadcasters, it was pointed out that the possession of one at each Army reservation's press office will provide local stations with a source of War Dept. policy and regulation whenever doubt exists.

To meet war-born conditions not covered in the original manual released in the early part of 1940 several new sections have been added covering clearance and rejection, appearances of enlisted and commissioned personnel on programs, programs originating within the Army and designed for short-wave broadcast from the continental United States to other parts of the world as well as other programs (*Command Performance & News From Home*) originating here to be heard by Army personnel in other parts of the world.

Clearance Discussed

Under the codified regulations, the matter of clearance and review is discussed at length. By the term clearance it is inferred that a program idea has been presented in detail with time, day, station and similar information included. Upon consideration of all the factors in any one such proposal the radio branch may decide favorably. This does not mean the program may be aired. Only when a script has been submitted and approved by the radio branch's board of review may a program be broadcast.

The manual further points out that any program for broadcast over a national network, involving the Army, its personnel, or its functions, operations or activities, is subject to the radio branch authority.

To prevent any competition resulting from commercial programs broadcast concurrently over different networks or stations the radio branch must issue clearance. In that way, it was pointed out, for example, the Army may also prevent well-intentioned promotion of one arm of the service contrary to the particular service being promoted at that time. These restrictions, however, affect only those programs broadcast from Army property.

All commercial copy or continuity used in such programs must be submitted for the approval of the radio branch at least one week in advance of the proposed date of broadcast. Requests can be filed on a form available upon request from the radio branch. Furthermore, regulations insist that commercially sponsored radio programs presented before an audience of Army personnel must use the prepared disclaimer which says the presentation "does not necessarily constitute an endorsement by the War Dept. or its personnel, of the product advertised."

Personnel Appearances

Another section of the regulations covers the appearance of Army personnel returned from foreign service which states that authority for approval may only be obtained by inquiries directed to the director of the bureau of public relations or his assistant. This is "mandatory", the regulations state, and the willingness of personnel to participate does not in any way constitute approval.

In another part of the regulations, the use of Army bands is explained at length. Where doubt exists, Army officials suggest that the post public relations officer be consulted.

Clearance by the bureau of public relations is not required for sustaining radio programs involving the Army, its personnel or its operations when such programs are to be broadcast over single stations or groups of stations other than national networks, provided these programs are in the exclusive interest of the Army. However, these broadcasts are subject to the approval of the commanding officer concerned, the regulations caution.

To clarify any questions arising from the issues of clearance and rejection and appearance of Army personnel returned from foreign service the exact texts are here reprinted in the adjoining column.

Text of Army Orders

Section III

Radio Branch Policy:

The Bureau of Public Relations, radio branch, is organized for the purpose of serving as liaison between the Army and radio stations and networks, for the development of radio programs which interpret to the public, and for carrying out all War Dept. policy as it affects radio broadcasting.

1. Clearance and rejection.

The radio branch is responsible for the clearance or rejection of:

a. All proposed radio programs for broadcast over a national network, involving the Army, its personnel, or its functions, operations or activities.

b. All commercial programs whose sponsors desire to originate programs from an Army camp or military station.

c. All requests for the personal appearance of Army personnel enlisted and commissioned, on a radio program broadcast over a national network.

d. All requests for the personal appearance of Army personnel enlisted and commissioned, on any radio program from the theatre of war and designed for listeners within the continental limits of the United States.

e. All radio programs originating within the Army and designed for shortwave broadcast from the continental United States to other parts of the world.

f. All radio programs originating in the continental United States designed to be heard by Army personnel in other parts of the world.

Section VI-A

Appearance of Army Personnel Returned from Foreign Service:

Regulations prescribed by the Bureau of Public Relations preclude appearance of Army personnel, officer or enlisted, returning from foreign duty, on local or network broadcasts, without prior approval of the director, bureau of public relations, or his assistant.

The willingness of returning Army personnel from foreign duty to appear, even with the approval of the chief of the branch to which such personnel is assigned, is under no circumstances ample authority for an appearance on any program. Authority for approval as given in the above paragraph is mandatory and all inquiries so received must automatically be referred to the director of the bureau or his assistant.

LOWELL THOMAS, commentator for Sun Oil Co. on the BLUE, was paid $95,645 by his sponsor during 1941, according to a report filed by the company with the Securities Exchange Commission.

Drawn for BROADCASTING by Sid Hix

"My Boy's Got a Job With a Radio Station, Lem—He's One O'Them News Contaminators!"

KFQD Applies For 1 K... On Request of War De...

STATING to the FCC that the ... Department had requested him ... seek an increase in power so ... to provide greater coverage, ... liam J. Wagner, operator of KF... Anchorage, Alaska, has filed ... application for increase from ... watts to 1,000 watts fulltime ... 790 kc. In connection with the ... plication, Mr. Wagner was ... Washington last week.

Also sought by KFQD is appro... of the FCC for voluntary assi... ment of KFQD to Mr. Wagner, ... head of the Alaska Broadcast... Co. The transfer, which is expect... to be approved shortly, is mer... the routine acquisition of sm... holdings in the station not inclu... when Mr. Wagner purchased ... station with approval of the F... last February [BROADCASTING, F... 9]. Mr. Wagner, a radio engine... owning 33% of KFQD at that ti... bought the other 66% from R. ... McDonald and his wife, Barba...

NBC Ceremonies Hono... Employes Now in Servi...

IN HONOR of NBC employes w... have died in action, or are now ... the armed forces, special cer... monies were conducted and broa... cast at each of the seven NB... operated stations July 11.

Former employes in the Ne... York office were commemorated ... a broadcast on WEAF, New Yo... with the dedication of a servi... flag bearing 224 blue stars, fo... NBC men now in service, and tw... gold stars, representating membe... of the guide staff, Lieut. Jacque... Tartiere and Lieut. Donald Crocke... both killed in action. Maj. Ge... Sandeford Jarman, second in com... mand of the First Army and Com... manding General, Anti-Aircra... Defense, Eastern Theater of Ope... ations, gave the dedication addres... William S. Hedges, NBC vice-pre... ident in charge of stations, accep... ed the flag from General Jarma... after it had been blessed by a... Army Chaplain.

A total of 316 NBC employes a... now in the armed forces. The num... ber of servicemen from each of th... NBC-operated stations follows: ... WEAF, New York, 224; WMAQ, ... Chicago, 32; WTAM, Cleveland, 8... KOA, Denver, 12; KFI, Hollywood, ... 27; KPO, San Francisco, 6; WRC, ... Washington, 9.

Mr. Hedges in an address pa... tribute to Bert Silen and Don Bell ... of KZRH, Manila, for their dra... matic accounts of the Japanese as... sault on Manila. Silen has been re... ported as "missing" since the city ... capture and Bell was ruthlessly ... bayoneted by the Japs. Both, how... ever, managed to destroy all the ... equipment before the capture.

Another on 114 CBS

WITH THE addition of *Vaughn Monroe's Orchestra* July 20 to the list of ... CBS programs taking advantage of ... the new 15% discount rate, a total of ... seven sponsors and nine shows have ... now expanded to all 114 CBS sta... tions [BROADCASTING, July 6]. R. J. ... Reynolds Tobacco Co., Winston-... Salem, N. C., sponsors the show for ... Camels and Prince Albert tobacco. Ac... count is handled by William Esty & ... Co., New York.

KWIK KWIZ

FOR AGRICULTURED ADMEN

THIS IS A **K** — —

THIS IS A **M** — — —

THIS IS A **B** — — —

THIS IS A **C** — — — — — —

THE ANSWERS

K IS A KID
M IS A MULE
B IS A BOAR
C IS A CHICKEN

Take stock and you'll find Kansas City in the midst of a record-shattering agricultural boom. You'll also find KMBC hogging most of the farm audience hereabouts . . . (surveys proving this are available on request). The explanation lies in a policy of "selling farmers by serving 'em" which has never yet laid an egg for an advertiser. Consider: In Phil Evans, nationally-known agricultural authority, KMBC has the only full-time farm service director in Kansas City radio. Only KMBC is authorized by the Kansas City Livestock Industry to broadcast market reports from the Livestock Exchange Building. KMBC is the only station broadcasting nearly thirty solid hours of farm service programs each week. For greener profit pastures, farm out your sales problems on KMBC—the station that's "9 Ways the Winner." Remember?

KMBC

OF KANSAS CITY

FREE & PETERS, INC. CBS BASIC NETWORK